A McGraw-Hill Publication

February 1925

Electrical Merchandising

#3 40¢

The Business Magazine of the Electrical Trade

FRED WM. EGNER

"It's the Wiring Job That Makes a House a Home"

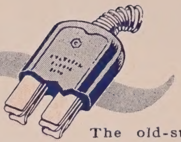
In This Issue—

"The Golden Profits in Wiring"

New Trends in Lighting Equipment

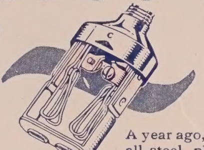
What Is a Fair Wage for Appliance Salespeople?

first



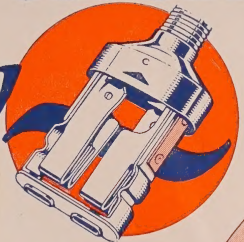
The old-style composition plug—the source of nearly all appliance trouble.

then



A year ago, Simplex all-steel plug with steel wire contacts—a great step forward.

Now



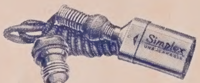
The new Simplex all-steel plug with double, parallel-blade, tempered steel contacts. GUARANTEED.

Using a special testing machine with 600 watt direct current load, the *NEW* Simplex all-steel plug was used to make and break the circuit 103,407 times—four times the test life of any other plug on the same machine

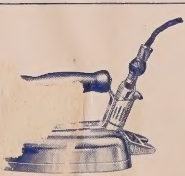
G Contacts re of the breakable Plug

ie first time, is a plug with guaranteed against trouble. ntacts in the new Simplex plug guaranteed for one year.

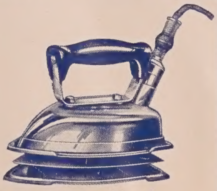
These plugs with the new contacts now furnished on —



No. 500
Simplex
Electric Cord-Set
$1.75
List

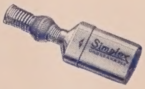


No. 1961
plex Electric Iron
$ 50 List



No. 1976—Simplex
De Luxe Electric Iron
$6 75 List

— and for repairs and replacements —



No. 890
Simplex All-Steel Plug
$1.00 List

Simpl
ELECTRIC APPLI .S

SIMPLEX ELECTRIC HEATING COMPANY, 85 SID TREET, CAMBRI
120 West 32nd Street, New York, N. Y.
15 So. Desplaines Street, hic

E trical Merchan g. February 1925. Vol. No. 33, No. 2. Published monthly, McGraw- Co., New York, N. Y. $2.00 per year, 25 cen
Entered as second-class matter, July 21, 1916, at the Post Office at New k, under the act of March 3, 1879.

"*Electrical Merchandising's*" 1925 *Statistical Summary of*

Electrical Wiring and Selling Opportunities

	Estimated Population Jan. 1, 1925	Estimated Total Number of Homes Jan. 1, 1925	Total Homes Wired In State and Section		Residence Customers Added During 1924	Homes Within Reach of Central Station Lines	
			Number	Per Cent Wired		Number Not Wired At Present	Per Cent Not Wired
United States	113,809,000	26,219,100	13,252,985	50.5	1,528,962	4,890,063	27.0
New England	7,884,000	1,815,600	1,225,745	67.4	159,235	520,655	29.2
Middle Atlantic	23,975,000	5,476,000	2,913,360	53.2	345,940	1,886,140	39.3
South Atlantic	15,044,000	3,219,300	866,290	26.9	110,014	334,000	27.8
East North Central	23,375,000	5,585,000	3,593,850	64.3	382,220	996,648	21.7
West North Central	13,048,000	3,071,000	1,505,070	49.0	170,463	488,580	24.5
East South Central	9,058,000	2,023,000	448,010	22.2	70,390	182,030	27.2
West South Central	11,097,000	2,421,000	797,680	33.3	76,650	110,420	12.2
Mountain	3,817,000	918,200	455,390	49.7	35,470	69,480	13.2
Pacific	6,511,000	1,690,000	1,447,590	85.7	178,580	302,110	17.3
New England							
Maine	782,000	190,800	127,500	66.8	11,790	45,500	26.3
New Hampshire	449,000	109,500	49,370	45.2	3,180	55,830	53.2
Vermont	350,000	85,300	56,625	66.3	3,985	17,575	23.7
Massachusetts	4,120,000	934,000	631,090	67.6	[illegible]	309,910	32.9
Rhode Island	638,000	145,000	84,660	58.4	[illegible]	61,140	41.8
Connecticut	1,545,000	351,000	276,500	78.8	[illegible]	30,700	10.0
Middle Atlantic							
New York	11,120,000	2,603,000	1,308,600	50.3	[illegible]	[illegible]	43.2
New Jersey	3,535,000	803,000	528,100	65.8	[illegible]	[illegible]	26.9
Pennsylvania	9,320,000	2,070,000	1,076,660	52.1	[illegible]	[illegible]	39.3
South Atlantic							
Delaware	234,000	54,300	22,920	42.2	[illegible]	[illegible]	27.7
Maryland	1,535,000	341,000	131,640	38.6	[illegible]	[illegible]	43.7
Dist. of Columbia	508,000	113,000	45,540	40.3	2,6	[illegible]	35.5
Virginia	2,447,000	510,000	123,320	24.2	17,	[illegible]	33.7
West Virginia	1,620,000	345,000	83,360	24.2	10,	[illegible]	.8
North Carolina	2,760,000	552,000	116,400	21.1	16,3	[illegible]	4
South Carolina	1,778,000	370,000	69,700	18.8	8,1	[illegible]	8
Georgia	3,055,000	664,000	133,710	20.1	17,10		
Florida	1,107,000	270,000	139,700	51.8	25,840		
East North Central							
Ohio	6,350,000	1,550,000	932,820	60.2	94,500		
Indiana	3,055,000	763,000	405,200	53.1	37,200		
Illinois	6,970,000	1,658,000	1,212,370	73.2	97,090		
Michigan	4,225,000	983,000	712,410	72.5	107,600		
Wisconsin	2,775,000	631,000	331,050	52.5	45,830	10	
West North Central							
Minnesota	2,568,000	571,000	345,900	60.6	24,410	50,600	12.8
Iowa	2,502,000	610,000	260,800	42.8	28,770	151,700	36.8
Missouri	3,465,000	845,000	470,160	55.7	75,330	117,340	20.0
North Dakota	686,000	143,000	29,530	20.6	4,780	18,220	38.1
South Dakota	665,000	148,000	48,830	33.0	6,360	15,370	24.0
Nebraska	1,352,000	312,000	131,200	42.1	13,763	68,000	34.1
Kansas	1,810,000	442,000	218,650	45.5	17,050	67,350	23.9
East South Central							
Kentucky	2,480,000	563,000	150,300		28,770	54,500	26.6
Tennessee	2,420,000	538,000	153,40		27,500	42,600	21.7
Alabama	2,365,000	514,000	100,53		9,060	47,470	32.0
Mississippi	1,793,000	408,000	43,780		5,060	37,460	46.2
st South Central							
Arkansas	1,850,000	412,000	93,300	22	8,630	13,000	12.2
Louisiana	1,874,000	407,500	95,250	23.	10,740	30,950	24.7
Oklahoma	2,253,000	490,000	157,630	32.2	16,770	42,970	21.5
Texas	5,120,000	1,112,000	451,500	4	40,510	23,50	5
Mountain							
Montana	6,000	73,500	61,820	35.6	5,610	[illegible]	19.2
Idaho	2,000	5,600	47,150	40.4	1,900	[illegible]	16.3
Wyomin	00	6,500	27,420	48.6	1,710	[illegible]	14.9
olorad	0	249,500	149,780	60.1	11,140	10,020	6.3
ew	0	87,800	19,700	22.4	1,320	4,070	17.7
		105,200	29,970	28.5	4,300	21,530	41.8
		107,500	105,480	98.2	9,200	4,520	4.1
Ne		21,600	14,070	65.1	290	730	4.9
acific							
Washington	0	371,000	255,200	68.8	21,040	98,800	27.
Oregon		217,000	129,640	59.7	12,100	61,060	32.0
California	30,	1,102,000	1,062,750	96.5	145,440	142,250	9.4

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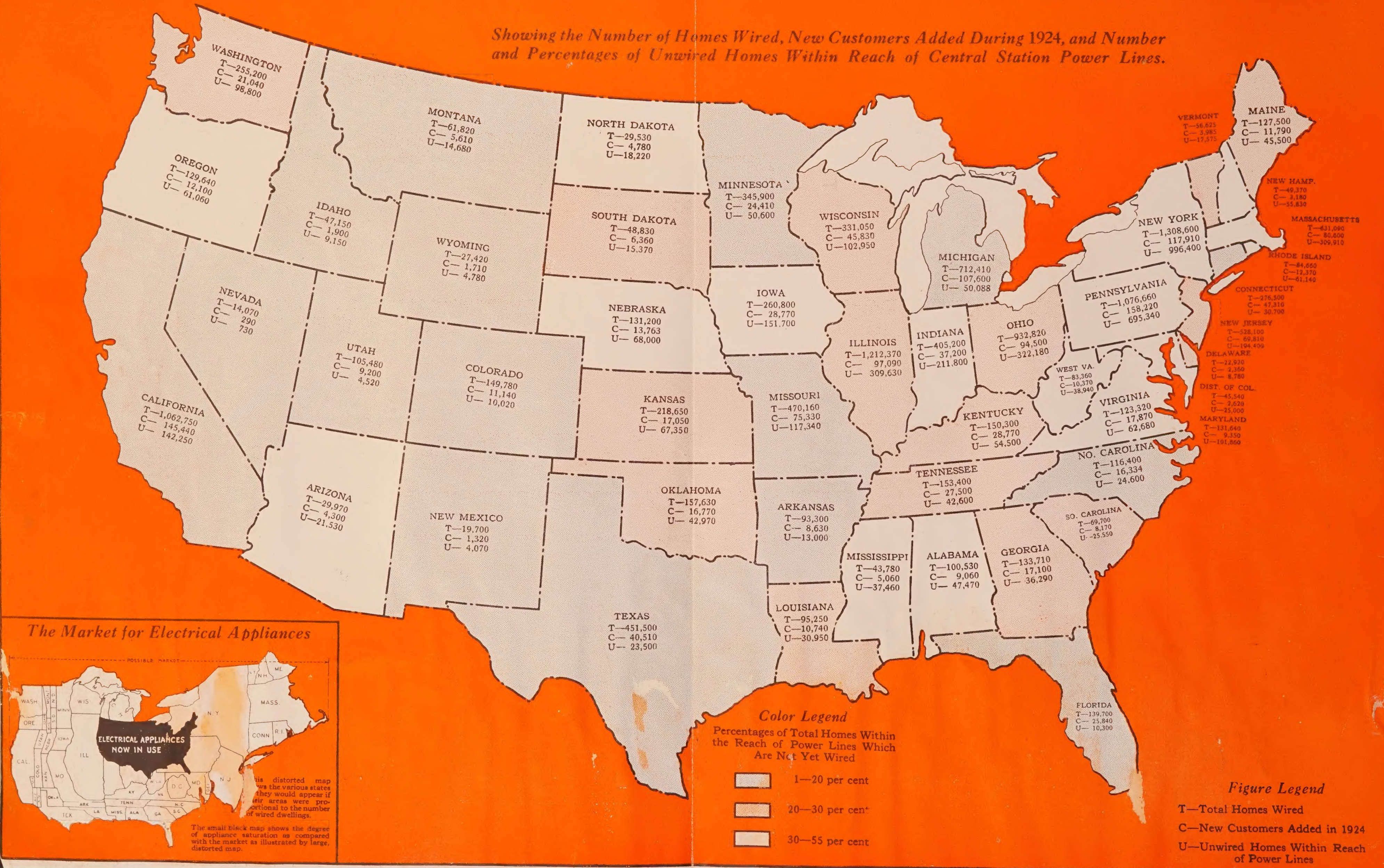
"Electrical Merchandising's" Map of Wiring and Selling Opportunities

Showing the Number of Homes Wired, New Customers Added During 1924, and Number and Percentages of Unwired Homes Within Reach of Central Station Power Lines.


WASHINGTON T—255,200 C— 21,040 U— 98,800
OREGON T—129,640 C— 12,100 U— 61,060
CALIFORNIA T—1,062,750 C— 145,440 U— 142,250
IDAHO T—47,150 C— 1,900 U— 9,150
NEVADA T—14,070 C— 290 U— 730
MONTANA T—61,820 C— 5,610 U—14,680
WYOMING T—27,420 C— 1,710 U— 4,780
UTAH T—105,480 C— 9,200 U— 4,520
ARIZONA T—29,970 C— 4,300 U—21,530
COLORADO T—149,780 C— 11,140 U— 10,020
NEW MEXICO T—19,700 C— 1,320 U— 4,070
NORTH DAKOTA T—29,530 C— 4,780 U—18,220
SOUTH DAKOTA T—48,830 C— 6,360 U—15,370
NEBRASKA T—131,200 C— 13,763 U— 68,000
KANSAS T—218,650 C— 17,050 U— 67,350
OKLAHOMA T—157,630 C— 16,770 U— 42,970
TEXAS T—451,500 C— 40,510 U— 23,500
MINNESOTA T—345,900 C— 24,410 U— 50,600
IOWA T—260,800 C— 28,770 U—151,700
MISSOURI T—470,160 C— 75,330 U—117,340
ARKANSAS T—93,300 C— 8,630 U—13,000
LOUISIANA T—95,250 C—10,740 U—30,950
WISCONSIN T—331,050 C— 45,830 U—102,950
ILLINOIS T—1,212,370 C— 97,090 U— 309,630
MICHIGAN T—712,410 C—107,600 U— 50,088
INDIANA T—405,200 C— 37,200 U—211,800
OHIO T—932,820 C— 94,500 U—322,180
KENTUCKY T—150,300 C— 28,770 U— 54,500
TENNESSEE T—153,400 C— 27,500 U— 42,600
MISSISSIPPI T—43,780 C— 5,060 U—37,460
ALABAMA T—100,530 C— 9,060 U— 47,470
GEORGIA T—133,710 C— 17,100 U— 36,290
FLORIDA T—139,700 C— 25,840 U— 10,300
SO. CAROLINA T—69,700 C— 8,170 U—25,550
NO. CAROLINA T—116,400 C— 16,334 U— 24,600
VIRGINIA T—123,320 C— 17,870 U— 62,680
WEST VA. T—83,360 C—10,370 U—38,940
PENNSYLVANIA T—1,076,660 C— 158,220 U— 695,340
NEW YORK T—1,308,600 C— 117,910 U— 996,400
VERMONT T—56,625 C— 3,985 U—17,575
MAINE T—127,500 C— 11,790 U— 45,500
NEW HAMP. T—49,370 C— 3,180 U—55,830
MASSACHUSETTS T—631,090 C— 80,600 U—309,910
RHODE ISLAND T—84,660 C—12,370 U—61,140
CONNECTICUT T—276,500 C— 47,310 U— 30,700
NEW JERSEY T—528,100 C— 69,810 U—194,400
DELAWARE T—22,920 C— 2,360 U— 8,780
DIST. OF COL. T—45,540 C— 2,620 U—25,000
MARYLAND T—131,640 C— 9,350 U—101,860
Color Legend
Percentages of Total Homes Within the Reach of Power Lines Which Are Not Yet Wired
▭ 1—20 per cent
▨ 20—30 per cent
▭ 30—55 per cent
Figure Legend
T—Total Homes Wired
C—New Customers Added in 1924
U—Unwired Homes Within Reach of Power Lines
The Market for Electrical Appliances
POSSIBLE MARKET
ELECTRICAL APPLIANCES NOW IN USE
WASH. ORE. CAL. MONT. IDAHO NEV. UTAH ARIZ. N.M. COLO. N.D. S.D. NEBR. KAN. OKLA. TEX. MINN. IOWA MO. ARK. LA. WIS. ILL. MICH. KY. TENN. MISS. ALA. GA. S.C. N.C. VA. W.VA. D.C. MD. DEL. N.J. N.Y. VT. NH ME MASS. CONN. R.I.

his distorted map ws the various states they would appear if eir areas were proportional to the number of wired dwellings.

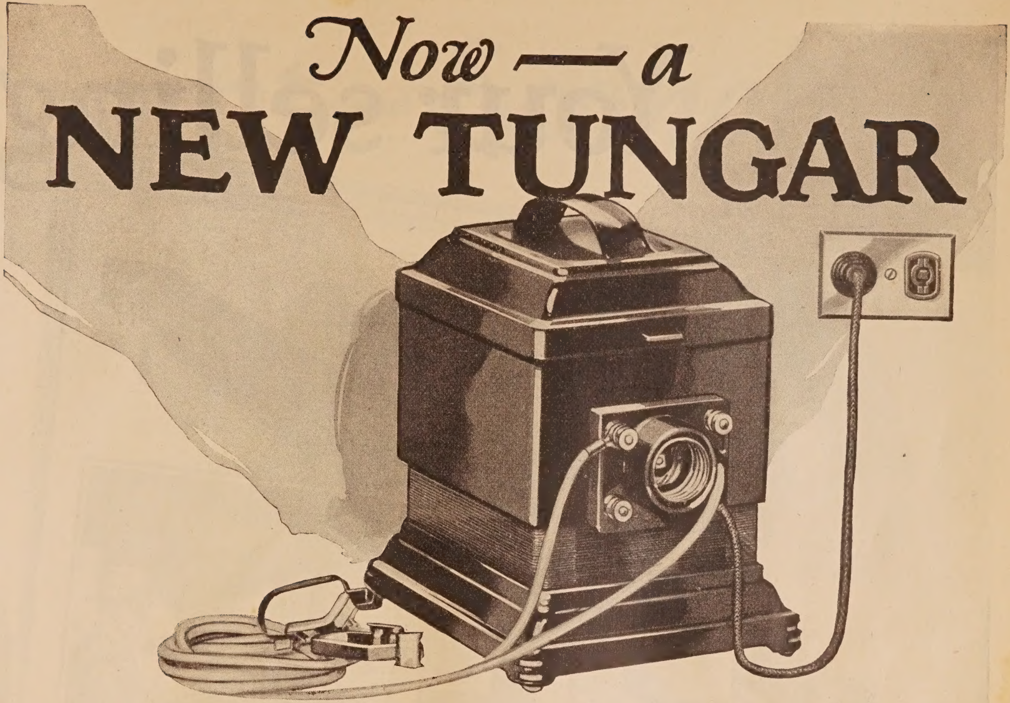
The small black map shows the degree of appliance saturation as compared with the market as illustrated by large, distorted map.

"Electrical Merchandising's" Statistical Summary of Electrical Wiring and Selling Opportunities

	Total Commercial Lighting Customers		Total Industrial Power Customers		Total Central Station Customers of All Kinds		Total Customers Added 1924
	Jan. 1, 1925 (Estimated)	Customers Added 1924	Jan. 1, 1925 (Estimated)	Customers Added 1924	Jan. 1, 1924	Jan. 1, 1925 (Estimated)	
United States	2,524,705	261,950	599,915	66,596	14,520,097	16,377,605	1,857,508
New England	253,450	29,190	50,195	4,506	1,336,459	1,529,390	182,931
Middle Atlantic	582,250	43,670	101,820	5,907	3,201,913	3,597,430	395,517
South Atlantic	184,180	19,210	36,580	3,989	953,837	1,087,050	133,218
East North Central	628,840	66,980	137,580	13,412	3,897,658	4,360,270	462,612
West North Central	280,960	29,860	73,220	10,596	1,648,331	1,859,250	210,919
East South Central	88,625	15,300	25,200	5,394	470,751	561,835	91,084
West South Central	139,910	17,990	39,800	6,975	875,775	977,390	101,615
Mountain	73,580	6,500	24,620	3,084	508,536	553,590	45,054
Pacific	292,910	33,250	110,900	12,733	1,626,837	1,851,400	224,563
New England							
Maine	37,330	6,390	6,160	652	152,158	170,990	18,832
New Hampshire	11,340	700	3,080	220	59,690	63,790	4,100
Vermont	13,400	1,190	2,560	177	66,233	72,585	6,352
Massachusetts	122,530	8,990	24,660	3,077	685,613	778,280	92,667
Rhode Island	17,850	1,044	3,475	140	92,485	105,985	13,500
Connecticut	51,000	9,930	10,260	240	280,280	337,760	57,480
Middle Atlantic							
New York	309,400	20,800	45,900	2,660	1,522,530	1,663,900	111,370
New Jersey	93,200	8,670	20,530	1,361	561,989	641,830	79,841
Pennsylvania	179,650	14,200	35,390	1,886	1,117,394	1,291,700	174,306
South Atlantic							
Delaware	6,800	660	940	95	27,545	30,660	3,120
Maryland	23,530	480	4,150	362	149,128	159,320	10,192
Dist. of Columbia	18,770	2,360	375	29	59,676	64,685	5,009
Virginia	14,580	2,740	7,950	776	124,464	145,850	21,386
West Virginia	19,220	2,370	3,640	416	93,064	106,220	13,156
North Carolina	28,760	2,320	5,820	702	131,624	150,980	19,356
South Carolina	17,660	2,360	3,000	573	79,257	90,360	11,103
Georgia	29,300	2,820	7,050	666	149,474	170,060	20,586
Florida	25,560	3,100	3,655	370	139,605	168,915	29,310
East North Central							
Ohio	137,700	12,900	26,270	1,998	987,472	1,096,790	109,318
Indiana	65,860	5,600	27,210	2,735	452,735	498,270	45,535
Illinois	234,460	22,910	40,840	4,874	1,362,796	1,487,670	124,874
Michigan	124,900	18,750	23,630	1,607	732,983	860,940	127,957
Wisconsin	65,920	6,900	19,630	2,198	361,672	416,600	54,928
West North Central							
Minnesota	61,370	2,350	18,920	2,895	396,670	426,190	29,520
Iowa	56,000	5,290	13,460	1,830	294,370	330,260	35,890
Missouri	87,620	13,720	20,990	3,760	486,115	578,770	92,655
North Dakota	5,670	990	2,440	516	31,354	37,640	6,286
South Dakota	9,950	1,670	3,570	622	53,698	62,350	8,652
Nebraska	24,020	2,910	6,280	763	144,064	161,500	17,436
Kansas	36,330	2,950	7,560	480	242,060	262,540	20,480
East South Central							
Kentucky	34,320	7,600	9,130	2,122	155,258	193,750	38,492
Tennessee	28,050	5,230	9,140	2,241	155,619	190,590	[illegible]971
Alabama	16,185	910	3,600	269	110,076	120,315	[illegible]239
Mississippi	10,070	1,560	3,330	762	49,798	57,180	[illegible],180
West South Central							
Arkansas	16,260	1,000	2,680	190	102,420	112,240	9,820
Louisiana	24,560	3,510	5,140	820	109,880	124,950	15,070
Oklahoma	25,360	3,030	13,110	1,834	174,466	196,100	21,634
Texas	73,730	10,450	18,870	4,131	489,009	544,100	55,091
Mountain							
Montana	12,580	1,070	7,880	1,453	74,147	82,280	8,133
Idaho	10,600	230	1,970	182	57,408	59,720	2,312
Wyoming	5,470	900	1,350	226	31,334	34,240	2,906
Colorado	22,670	2,440	7,930	692	166,108	180,380	14,272
New Mexico	3,300	190	980	156	22,318	23,980	1,662
Arizona	5,560	1,100	1,430	69	31,491	36,960	5,469
Utah	10,450	7,730	2,530	270	108,720	118,460	9,740
Nevada	2,950	230	550	40	17,010	17,570	560
Pacific							
Washington	39,400	2,880	13,380	1,180	282,880	307,980	25,100
Oregon	27,910	4,340	11,090	1,859	150,241	168,640	18,399
California	225,600	26,030	86,430	9,594	1,193,716	1,374,780	181,064

Figures compiled and copyrighted by *Electrical Merchandising,* February, 1925. Permission to use figures granted providing credit is given.

Now — a NEW TUNGAR



A new Tungar—for the hundreds of thousands of ready prospects—making the Tungar line more profitable than ever.

The Tungar—the original bulb charger—is a G-E product—again improved in the G-E laboratories. It means better reception—and that means greater sales. Now you will sell *more* sets, *more* batteries, *more* TUNGARS. And it all means *more profits.*

Points of the New Tungar

Smaller and more compact than ever—with a smaller and more convenient bulb.

Charges either A or B radio storage batteries—or auto batteries. It needs *no* attachments. It makes no disturbing noise.

sells with every storage bat-ry set, and helps to sell the t.

. . .

Two ampere size. List price (East of the Rockies) $18.00

Five ampere size—design unchanged. List price (East of the Rockies) . . . $28.00

60 cycles—110 volts

Tungar

REG. U.S. PAT. OFF.

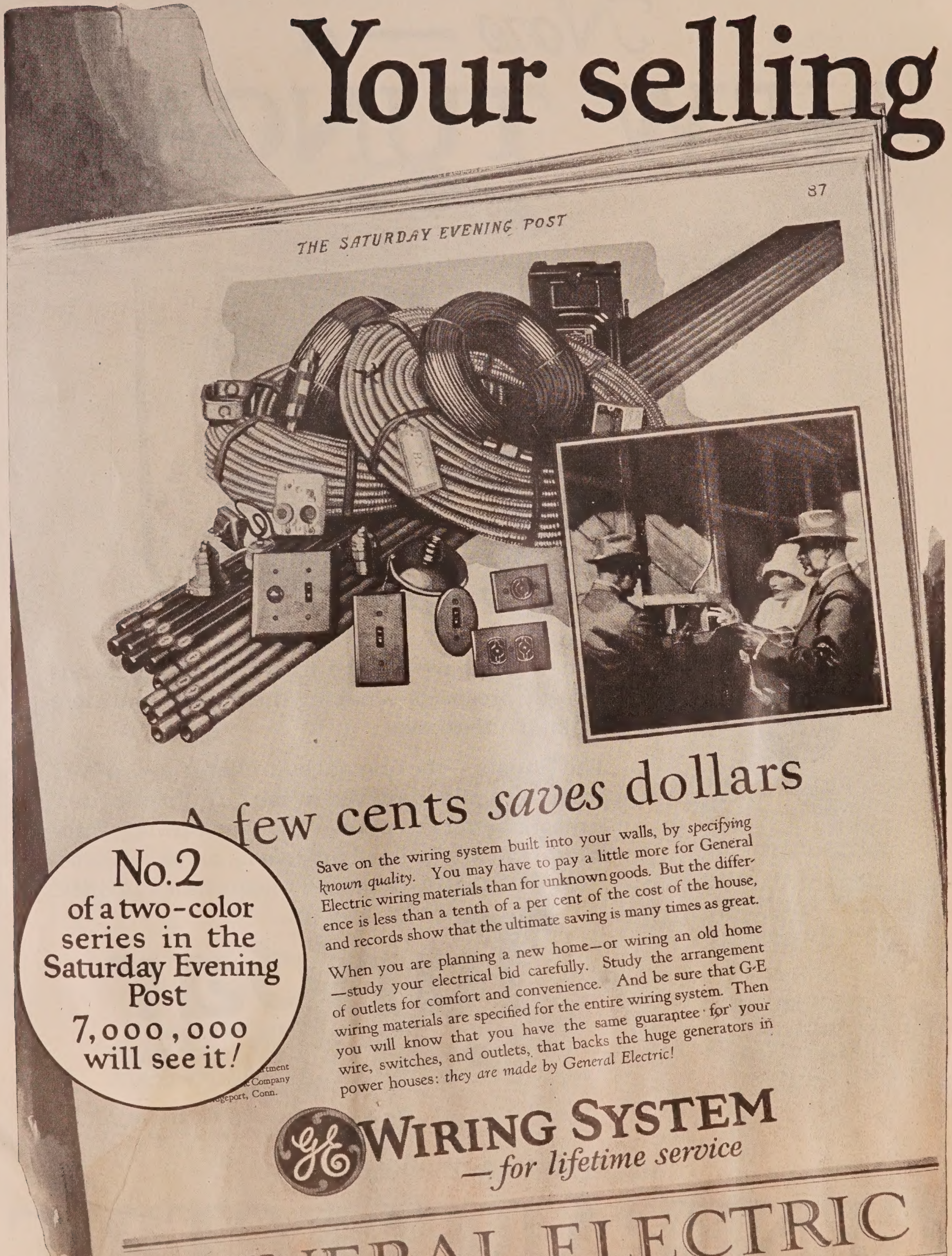
BATTERY CHARGER

Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate

MERCHANDISE DEPARTMENT

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY MERCHANDISE DEPARTMENT BRIDGEPORT, CONNECTICUT



Your selling

THE SATURDAY EVENING POST 87

A few cents *saves* dollars

Save on the wiring system built into your walls, by *specifying known quality*. You may have to pay a little more for General Electric wiring materials than for unknown goods. But the difference is less than a tenth of a per cent of the cost of the house, and records show that the ultimate saving is many times as great.

When you are planning a new home—or wiring an old home—study your electrical bid carefully. Study the arrangement of outlets for comfort and convenience. And be sure that G-E wiring materials are specified for the entire wiring system. Then you will know that you have the same guarantee for your wire, switches, and outlets, that backs the huge generators in power houses: *they are made by General Electric!*

rtment
Company
geport, Conn.

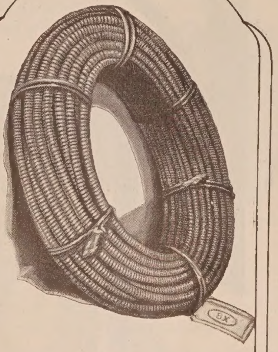
No. 2
of a two-color series in the Saturday Evening Post
7,000,000 will see it!

WIRING SYSTEM
—for lifetime service

GENERAL ELECTRIC

point—Economy!

IT PAYS the electrical contractor to use quality materials. And every contractor knows it. It pays the home-owner to purchase quality materials. And *he* is beginning to know it. The Post campaign is making people readier to pay a few extra dollars for a G-E wiring system for the ultimate saving it means. And it offers the way to bigger profits for the contractor who specifies "G-E throughout."



For lifetime service

"BX" is a quality armored cable The conductors inside are G-E Code Wire known for quality of insulation that insures indefinite life Rugged steel armor of specially formed strip, interlocked, provides maximum flexibility—affords absolute mechanical protection. The armor is well galvanized to withstand corrosion. It is tested at every stage of manufacture—and the finished product is triply tested to insure perfection.

"BX" is the registered trade-mark of G-E Armored Cable. Insist on cable with the orange and blue tag — with "G-E BX" marked on the armor

A lifetime wiring system is a G-E wiring system—with all the armored cable marked "G-E BX."

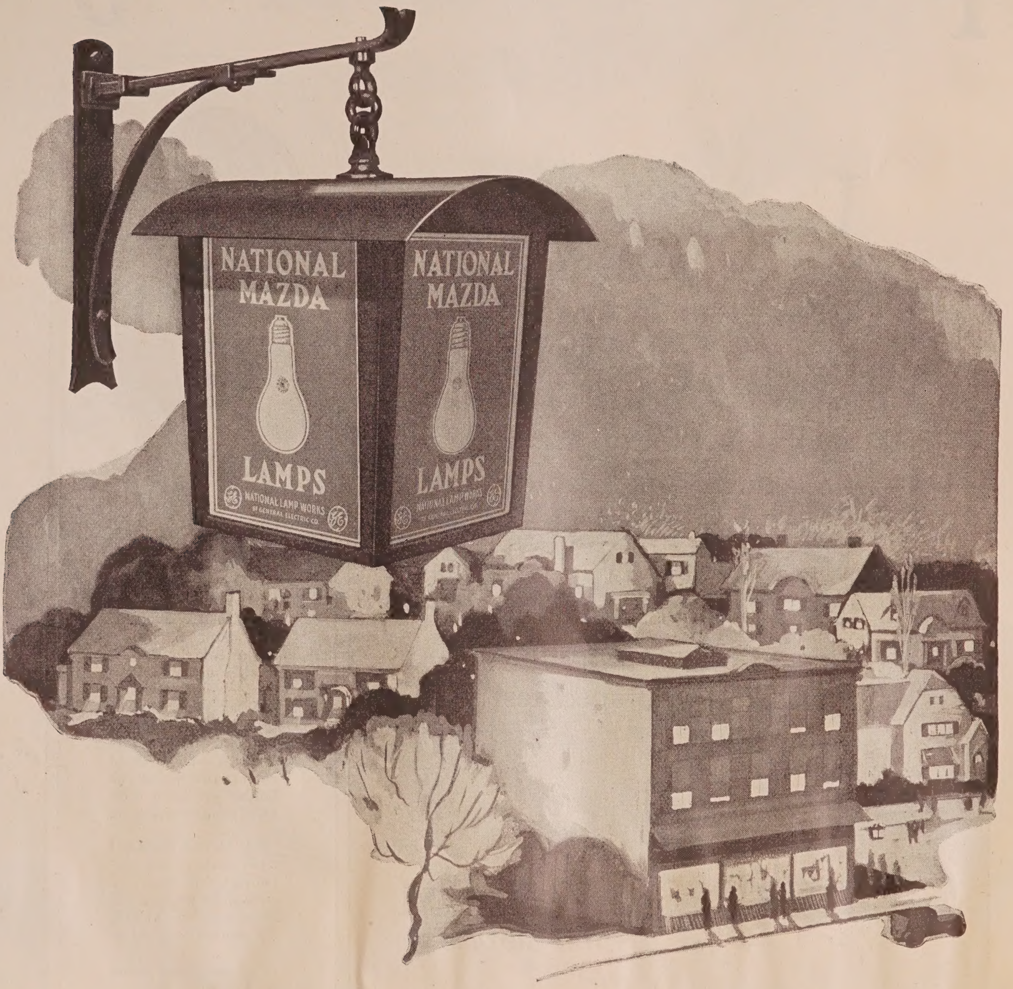
WIRING SYSTEM
—for lifetime service

MERCHANDISE DEPARTMENT

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY MERCHANDISE DEPARTMENT BRIDGEPORT, CONNECTICUT

Picture the Lamp Market


NATIONAL
MAZDA
LAMPS
NATIONAL LAMP WORKS
OF GENERAL ELECTRIC CO.
NATIONAL
MAZDA
LAMPS

BRING better lighting to your community with National MAZDA Lamps.

Better lighting means better and happier homes—it also means more profit for you.

There is an untouched treasure chest in your community that you can open by using the FOUR STAR METHODS of selling National MAZDA Lamps.

In no other line of business is there a sales plan so well defined or so well proved.

It is estimated that during 1925 the need for lamps in the United States will be 288,000,000. Part of this demand is in your own community and you'll get your share of the profits by following the FOUR STAR METHODS outlined on the opposite page.

in Your Community

The Four Star Methods

No. 1. Window and Store Front—Make full use of your windows to bring people into your store. The Blue Carton Lantern will help you.

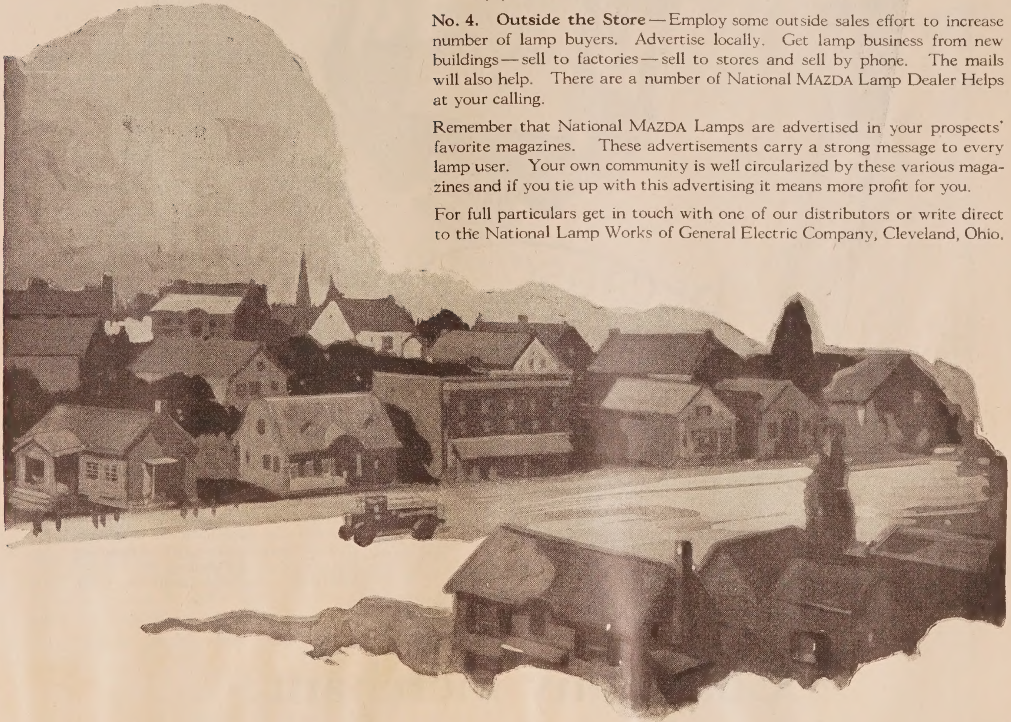
No. 2. Store Interior Set-Up—Have plenty of "earmarks" in your store so that customers will be constantly reminded that you sell lamps. The National MAZDA Lamp Demonstrator will help you.

No. 3. Word-of-Mouth Selling—Ask people to buy lamps. Help them select the right lamp for each socket. Serve the casual purchaser so well that he becomes a regular customer. Serve the regular customer so well that he prefers to buy from you. National MAZDA Lamp Chart and Price Card will help you.

No. 4. Outside the Store—Employ some outside sales effort to increase number of lamp buyers. Advertise locally. Get lamp business from new buildings—sell to factories—sell to stores and sell by phone. The mails will also help. There are a number of National MAZDA Lamp Dealer Helps at your calling.

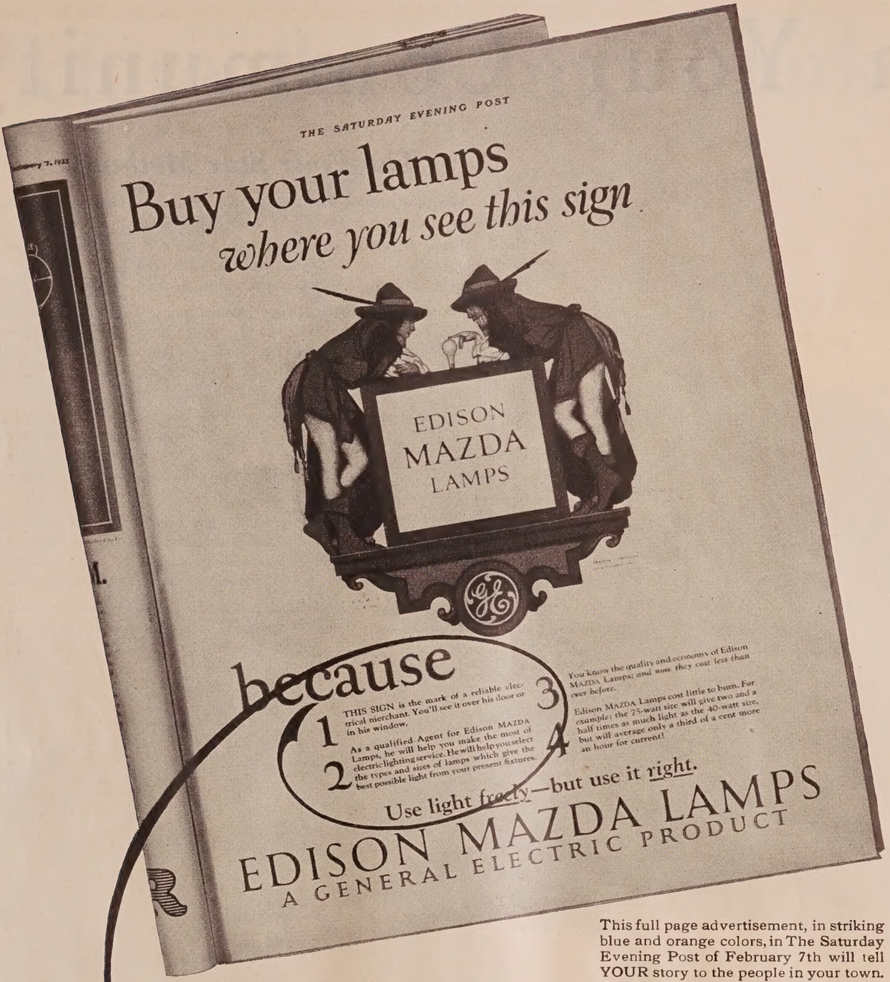
Remember that National MAZDA Lamps are advertised in your prospects' favorite magazines. These advertisements carry a strong message to every lamp user. Your own community is well circularized by these various magazines and if you tie up with this advertising it means more profit for you.

For full particulars get in touch with one of our distributors or write direct to the National Lamp Works of General Electric Company, Cleveland, Ohio.



NATIONAL MAZDA LAMPS

A GENERAL ELECTRIC PRODUCT



THE SATURDAY EVENING POST

Buy your lamps *where you see this sign*

EDISON MAZDA LAMPS

because

1 THIS SIGN is the mark of a reliable electrical merchant. You'll see it over his door or in his window.

2 As a qualified Agent for Edison MAZDA Lamps, he will help you make the most of electric lighting service. He will help you select the types and sizes of lamps which give the best possible light from your present fixtures.

3 You know the quality and economy of Edison MAZDA Lamps; *and now they cost less than ever before.*

4 Edison MAZDA Lamps cost little to burn. For *example:* the 75-watt size will give two and a half times as much light as the 40-watt size, but will average only a third of a cent more an hour for current!

Use light freely—but use it right.

EDISON MAZDA LAMPS
A GENERAL ELECTRIC PRODUCT

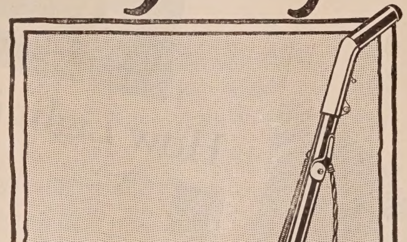
This full page advertisement, in striking blue and orange colors, in The Saturday Evening Post of February 7th will tell YOUR story to the people in your town.

Could any merchant have *stronger* advertising than this?

EDISON MAZDA LAMPS
A GENERAL ELECTRIC PRODUCT

366 Sold in Waterbury & Norwalk —in 24 Working Days!

This astonishing Premier Duplex sale—unexcelled before in towns of this size—was put over by the Connecticut Light and Power Co. Mr. W. M. Walsh, Merchandising Manager, enlisted the aid of the Premier Service Company and started up a rousing campaign which he kept in full swing during all the sale days. He used newspaper advertising—window displays—truck signs and broadsides to spread the Premier Duplex story. He offered special inducements—(1) low first payment; (2) low monthly payments; (3) no extra charge for time payments; (4) turn-in allowance of $12.50 for an old cleaner. And he wound up with this remarkable record—366 Premier Duplex sold in 24 working days!



The Premier Duplex Story!

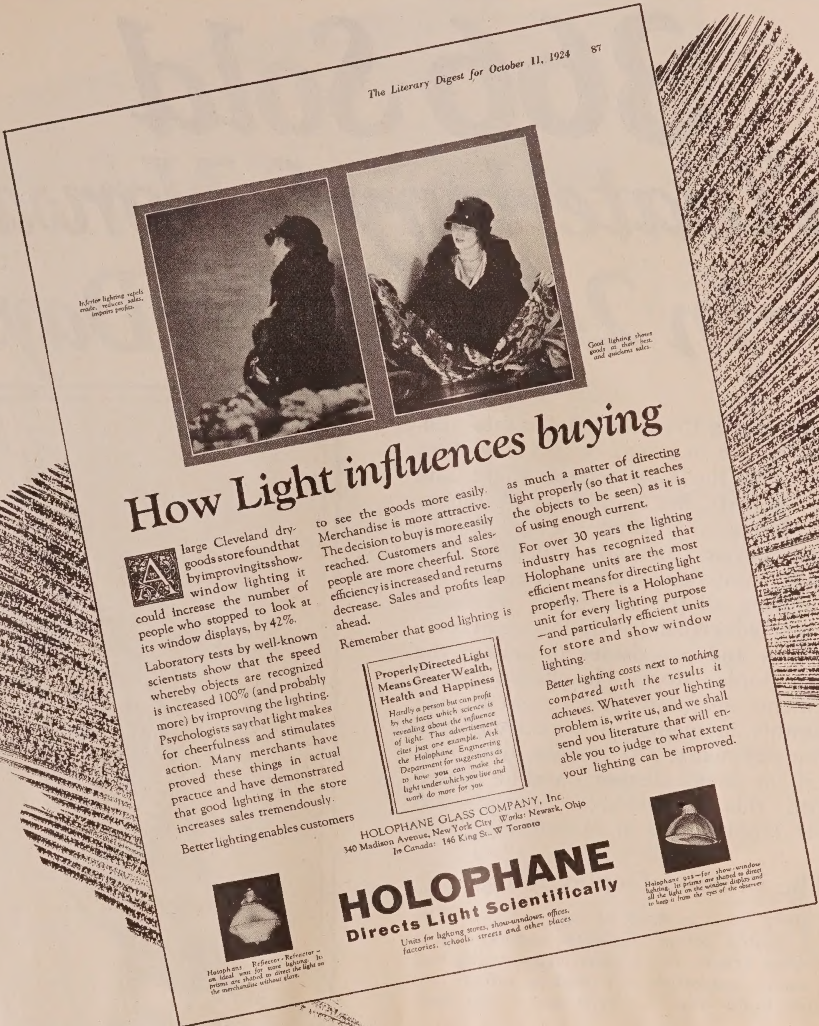
It's the story that's in back of this success. The powerful double action—vigorous suction and a motor-driven brush—that cleans *cleaner;* the ball bearing motor and brush that need no oiling; and the quality build—the G-E type motor that lasts longer.

Carry the Premier Duplex. Tell your town the Premier Duplex story. And sell record quantities!

Premier Duplex

ELECTRIC VACUUM CLEANER CO.
CLEVELAND OHIO

Distributed in Canada by the Premier Vacuum Cleaner Company, Ltd., Toronto and Winnipeg, and the Canadian General Electric Company, Ltd., General Offices, Toronto



The Literary Digest for October 11, 1924 87

Inferior lighting repels trade, reduces sales, impairs profits.

Good lighting shows goods at their best, and quickens sales.

How Light influences buying

A large Cleveland dry-goods store found that by improving its show-window lighting it could increase the number of people who stopped to look at its window displays, by 42%.

Laboratory tests by well-known scientists show that the speed whereby objects are recognized is increased 100% (and probably more) by improving the lighting. Psychologists say that light makes for cheerfulness and stimulates action. Many merchants have proved these things in actual practice and have demonstrated that good lighting in the store increases sales tremendously.

Better lighting enables customers to see the goods more easily. Merchandise is more attractive. The decision to buy is more easily reached. Customers and salespeople are more cheerful. Store efficiency is increased and returns decrease. Sales and profits leap ahead.

Remember that good lighting is as much a matter of directing light properly (so that it reaches the objects to be seen) as it is of using enough current.

For over 30 years the lighting industry has recognized that Holophane units are the most efficient means for directing light properly. There is a Holophane unit for every lighting purpose —and particularly efficient units for store and show window lighting.

Better lighting costs next to nothing compared with the results it achieves. Whatever your lighting problem is, write us, and we shall send you literature that will enable you to judge to what extent your lighting can be improved.

Properly Directed Light Means Greater Wealth, Health and Happiness

Hardly a person but can profit by the facts which science is revealing about the influence of light. This advertisement cites just one example. Ask the Holophane Engineering Department for suggestions as to how **you** *can make the light under which you live and work do more for you*

HOLOPHANE GLASS COMPANY, Inc.
340 Madison Avenue, New York City Works: Newark, Ohio
In Canada: 146 King St., W Toronto

HOLOPHANE
Directs Light Scientifically
Units for lighting stores, show-windows, offices, factories, schools, streets and other places

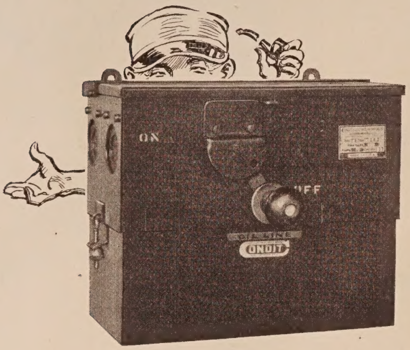
Holophane Reflector-Refractor—an ideal unit for store lighting. Its prisms are shaped to direct the light on the merchandise without glare.

Holophane 922—for show-window lighting. Its prisms are shaped to direct all the light on the window display and to keep it from the eyes of the observer

A million and a quarter people read our advertisements in The Literary Digest

These advertisements are making customers for *you* because they are selling people on the necessity for improving their lighting equipment. Every electrical contractor should carry standard Holophane units in stock.

HOLOPHANE GLASS COMPANY
342 Madison Ave., N. Y. C. *Works*—Newark, Ohio
In Canada—146 King St. W., Toronto



"TH' BOSS says t' me, 'Sam' he says, 'y'r allus boostin' th' N-4. Why'nt y' tell 'em 'bout th' N-3 while y'r at it? 'S bigger, so y' got more t' blow 'bout.'

"Take it fr'm me, bo, this N-3 that's th' big brother o' th' N-4 's *some* switch, an' I wouldn't fool ya. Jus' look inside an' y'll see what I mean. Y' know any old switch may *look* all right outside, but so does a lotta things. Th' wise boys play safe an' say, 'Gimme a Condit.' "

*Safety Sam**

The Condit N-3 Oil Motor Starter is for use on the larger sizes of motors, beyond the rating of the N-4. It is built to give lasting satisfaction in service. Condit in quality inside and out. Write for full information.

**I'd come out fer inspection if I had on m' Sunday suit. But anyways I ain't afraid t' come right out in th' open 'bout switches an' I'm givin' ya a straight tip when I say "Get in Touch with Condit."*
S. S.

"*Get in touch with Condit*"

CONDIT ELECTRICAL MFG. CO.
Manufacturers of Electrical Protective Devices
South Boston, Mass.

Northern Electric Company
LIMITED
Sole Distributor for the Dominion of Canada

7680

CONDIT

CLOUDS

Are Friendly Enemies

The clouds float across the skies on the wings of the air as carriers of rain for thirsty fields. Then, black and blacker, with rumble and roar, they belch forth a destructive down-pour!

The clouds bring to earth, both blessings and destruction. They are friendly enemies.

OHLESON — GGL

◇ ◇ ◇ *Hoskins*

THE WIRE THAT MADE

THE FRIENDLY ENEMY

—conquered!

OXYGEN also is a friendly enemy. It keeps us alive,—but all the while it gnaws away at our steel structures, our bridges, our machinery—and corrodes them with rust. And furthermore it was oxygen that stopped the development of the electric heating industry—until 1906.

Up to that time the heating elements wouldn't last, because the oxygen of the air destroyed them. And then in 1906 was discovered CHROMEL—the Nickel-Chromium Alloy that virtually founded the electric heating industry. Now, CHROMEL, and Nickel-Chromium Alloys similar to it, are used in all the standard devices.

CHROMEL resists the friendly enemy, oxygen, by forming its own protective coating. This coating is a thin film of oxide, which is very dense, and which the oxygen can scarcely penetrate. It is a kind of a rust, but unlike other rust, it does not scale off,—but clings very tightly to the metal and in that way protects it.

The oxygen is thus kept away from it, and consequently CHROMEL heating elements last a long time.

So, when you sell heating-devices equipped with CHROMEL heating units, the customer is almost certain to be satisfied with the performance of the device, and you will be satisfied with its freedom from need of repairs.

HOSKINS MANUFACTURING COMPANY
4433 Lawton Avenue, Detroit, Michigan

BOSTON
Park Square Bldg.

NEW YORK
Grand Central Terminal

CLEVELAND
Leader News Bldg.

CHICAGO
Otis Bldg.

SAN FRANCISCO
1151 Market St.

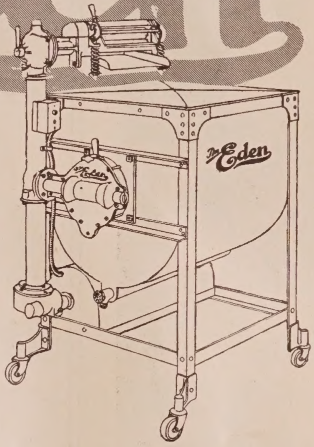
"The Friendly Enemy" is the name of a little booklet that tells an interesting, understandable story of Oxygen and Chromel. All who have read it say it is very much worthwhile. It says something your sales people can use. We'll be glad to send you a copy. Ask for it.

Chromel ◇ ◇ ◇ Chromel

ELECTRIC HEAT POSSIBLE

The Eden

The Eden



An Eden Owner Is An Eden SALESMAN

The clean-cut beauty of the Eden wringer—the gentle thoroughness of the Eden action—the Eden's smooth, silent operation—turns critical customers into enthusiastic owners.

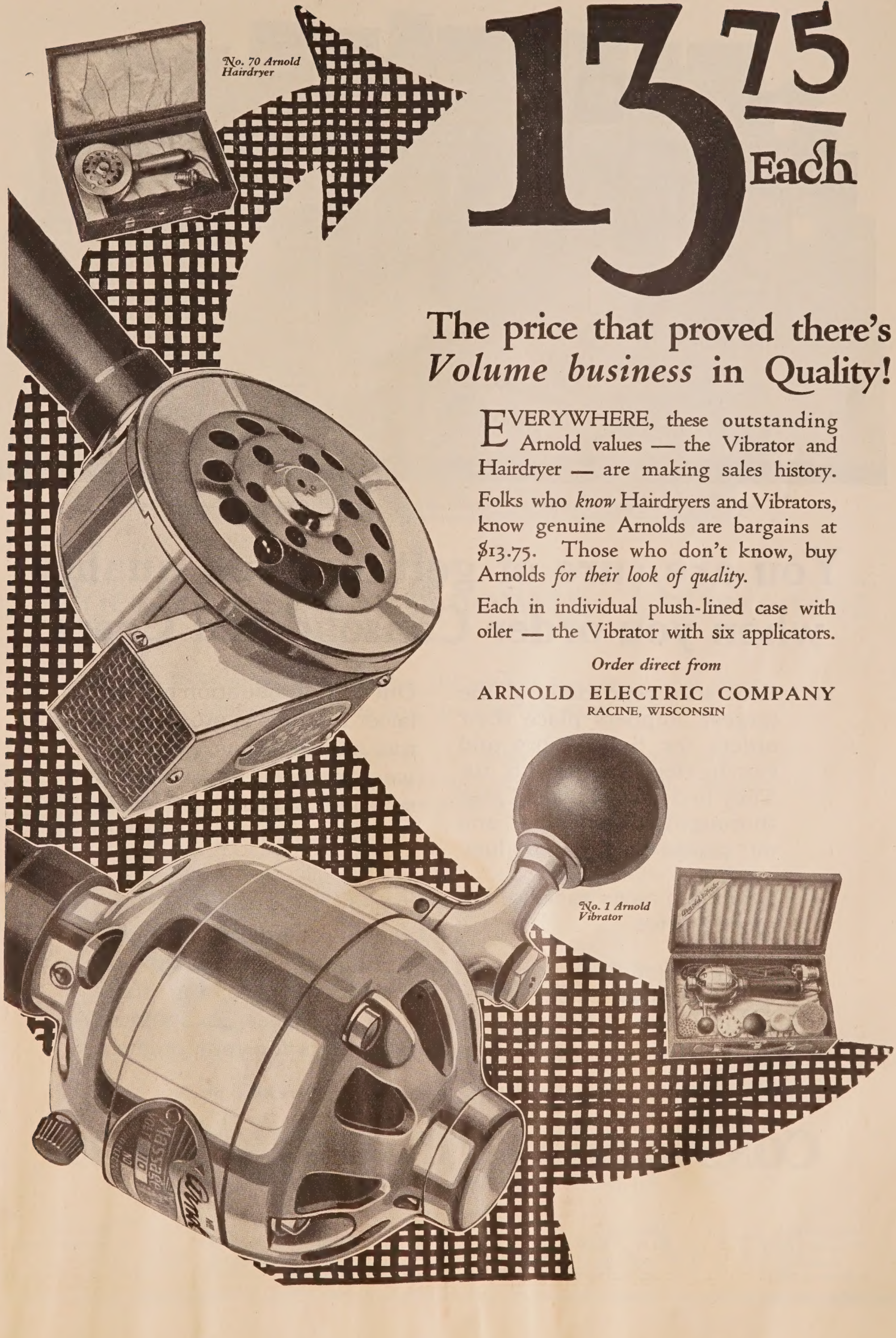
The Eden is the most effective producer of new prospects bringing many an easy sale to boost net profits.

Judge a washer by its jobbers and dealers and you, too, will send for the Eden proposition.

Big things are stirring—Write at once for "Profit Plans for 1925"

EDEN WASHER CORPORATION
Main Office: 80 Maiden Lane, New York
Factory: Springfield, Ohio

Pacific Coast Representative: L. M. Mintzer, 200 Davis St., San Francisco, Cal.
In Canada: John F. Chilcott, Montreal, Que.; Toronto, Ont.; Winnipeg, Man.; Vancouver, B. C.



13$^{\underline{75}}$ Each

The price that proved there's *Volume business* in Quality!

EVERYWHERE, these outstanding Arnold values — the Vibrator and Hairdryer — are making sales history.

Folks who *know* Hairdryers and Vibrators, know genuine Arnolds are bargains at $13.75. Those who don't know, buy Arnolds *for their look of quality.*

Each in individual plush-lined case with oiler — the Vibrator with six applicators.

Order direct from

ARNOLD ELECTRIC COMPANY
RACINE, WISCONSIN

Just a few of the many thousand kinds of solid fibre and corrugated shipping cases we manufacture

You are sure of getting good quality when you order Consolidated Cases

Year after year many of the largest shippers place their orders for Solid Fibre and Corrugated Cases with us. They find Consolidated Cases thoroughly dependable—and our prices satisfactorily low.

Quality is never sacrificed to meet a price.

Consolidated Cases are produced from the raw material to the finished box in our own plant.

Our daily production of Container Board is approximately five hundred tons, therefore, we can meet any shipping schedule and furnish cases of uniform quality on orders of any size.

Specify "Consolidated" on your next order for shipping containers. The results will justify your adopting these Quality Boxes as standard containers for your product.

Write Department "E" for samples and interesting prices

CONSOLIDATED PAPER COMPANY
MONROE, MICHIGAN

Branch Sales Offices

BALTIMORE
502 Garrett Bldg.

BOSTON
80 Boylston Street

BUFFALO
811 White Bldg.

CHICAGO
Room 462 Wrigley Bldg.

CLEVELAND
205 Phoenix Bldg.

INDIANAPOLIS
508 Fidelity Trust Bldg.

KANSAS CITY
1401 E. 76th St. Terrace

NEW YORK
39 Cortlandt Street

GLENFIELD, PA.
A Suburb of Pittsburgh

Does She *Really* Know the Difference?

Everyone knows the difference between the old fashioned flat iron and the electric iron.

But customers expect the dealer to know the difference between poorly-performing electric irons and those that are dependable.

Dealers who know the difference in heating element performance always make certain that the heating elements of ALL the electrical heating appliances they sell are made of "Nichrome"—

—the heating element wire with nearly twenty years of proven dependability; the standard of comparison in electric heating element performance; the wire made by the DRIVER-HARRIS COMPANY, Harrison, N. J., and Manchester, England. U. S. Branch Offices, Chicago and Detroit.

TRADE MARK REG. U.S. PAT. OFF.

Nichrome

The DRIVER-HARRIS WIRE

Watch-dogs of Comfort
Ship a husky Hot Shot crew
"Gimme a Columbia"
Power that defies waves and weather
Put them
ll blanket the with Columbia tery advertising
Columbia Eveready Dry Batteries
–they last longer
COLUMBIA EVEREADY IGNITOR DRY CELL
FOR IGNITION, R AND ALL GENERAL PUR
INSPECTED TESTED RELIABLE
NATIONAL CARBON
FOR ALL RADIO DRY CELL TUBES
COLUMBIA EVEREADY HOT SHOT BATTERY
FOR MOTOR IGNITION
NATIONAL CARBON CO. INC.

Master producers of electricity

- gas engine ignition
- telephone and telegraph
- doorbells
- buzzers
- motor boat ignition
- heat regulators
- tractor ignition
- starting Fords
- ringing burglar alarms
- protecting ba vaults
- electric cloc
- calling Pull port
- firing bla
- lighting and ou
- runnin
- radio

Push the button or close the switch, and Columbia Evereadys spring into instant action. Open the switch and every exhausting activity stops. Between jobs they renew their energy. For more than thirty years Columbia Evereadys have been known for the vigor and snap with which they do their work in home and office, in factory and field, mine and camp. For every dry cell use, buy the good old reliable and economical Columbia Eveready Dry Battery—it lasts longer.

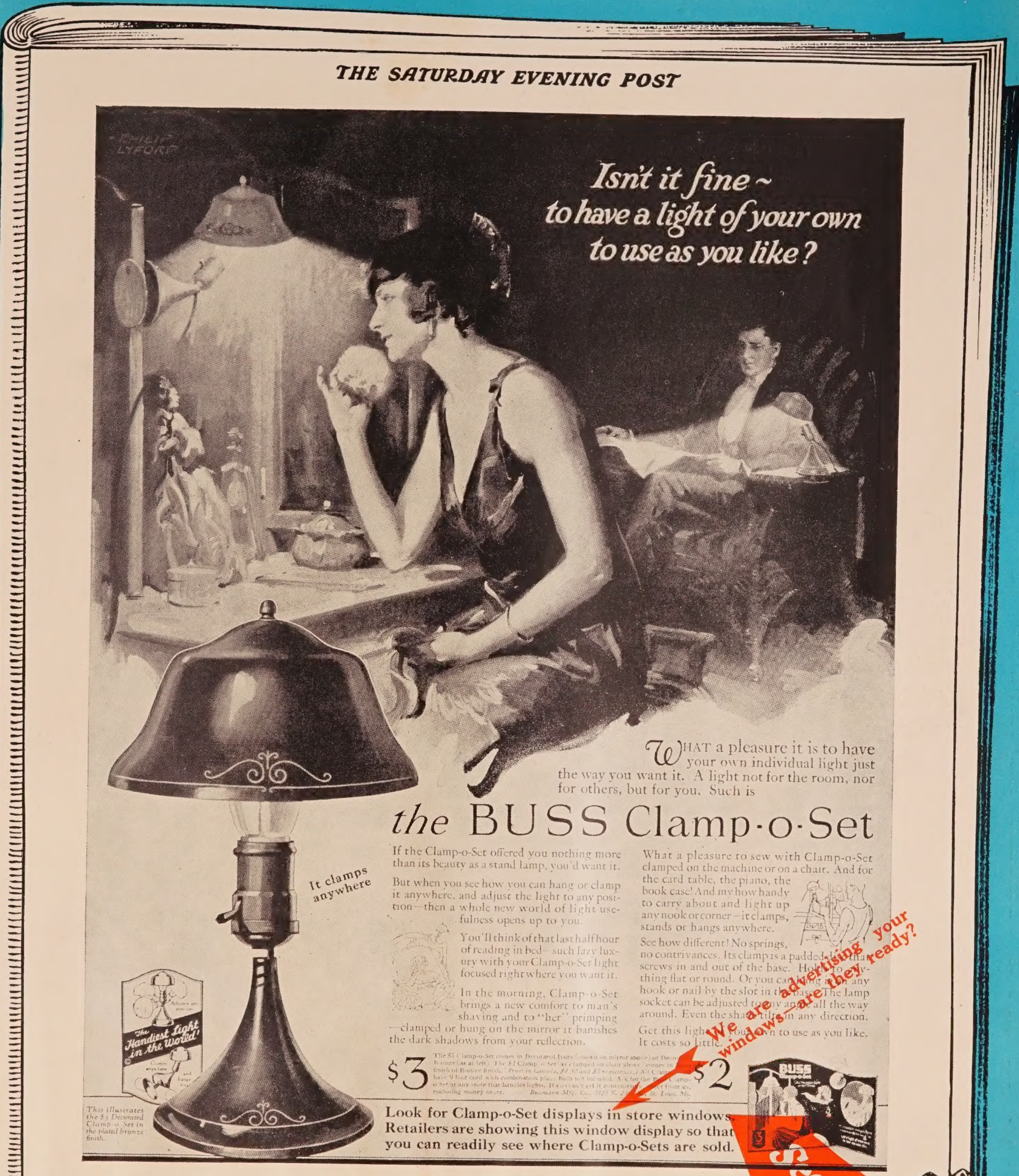
There's a forceful advertising campaign behind Columbia Evereadys

THERE are fifty-two of the leading magazine and class papers, putting more than 500,000,000 advertisements into circulation. Then there are 442 newspapers blanketing the country, which will put 156,000,000 more Columbia Eveready ads into battery users' hands.

Columbia Eveready Battery quality fortified with this enormous advertising campaign makes Columbia Evereadys the first choice of every far-seeing battery dealer. Order from your jobber.

Manufactured and guaranteed by
NATIONAL CARBON COMPANY, INC.
NEW YORK SAN FRANCISCO
ATLANTA CHICAGO DALLAS KANSAS CITY
Canadian National Carbon Co., Limited, Toronto, Ontario

Columbia
EVEREADY
Dry Batteries
–they last longer



THE SATURDAY EVENING POST

PHILIP LYFORD
The Handiest Light in the World!
BUSS

Isn't it fine ~ to have a light of your own to use as you like?

WHAT a pleasure it is to have your own individual light just the way you want it. A light not for the room, nor for others, but for you. Such is

the BUSS Clamp-o-Set

It clamps anywhere

If the Clamp-o-Set offered you nothing more than its beauty as a stand lamp, you'd want it.

But when you see how you can hang or clamp it anywhere, and adjust the light to any position—then a whole new world of light usefulness opens up to you.

You'll think of that last half hour of reading in bed—such lazy luxury with your Clamp-o-Set light focused right where you want it.

In the morning, Clamp-o-Set brings a new comfort to man's shaving and to "her" primping—clamped or hung on the mirror it banishes the dark shadows from your reflection.

What a pleasure to sew with Clamp-o-Set clamped on the machine or on a chair. And for the card table, the piano, the book case! And my how handy to carry about and light up any nook or corner—it clamps, stands or hangs anywhere.

See how different! No springs, no contrivances. Its clamp is a padded disk that screws in and out of the base. Holds to anything flat or round. Or you can hang it on any hook or nail by the slot in the base. The lamp socket can be adjusted to any angle all the way around. Even the shade tilts in any direction.

Get this light of your own to use as you like. It costs so little.

$3 The $3 Clamp-o-Set comes in Decorated Ivory (shown on mirror above) or Deco... Bronze (as at left). The $2 Clamp-o-Set (as clamped on chair above) comes in ... finish or Bronze finish. (Prices in Canada, $4.50 and $3 respectively.) All Clam... have 9 foot cord with combination plug. Bulb not included. Ask for the B... Clamp-o-Set at any store that handles lights. If you can't get it conveniently, ... from us, enclosing money order. Bussmann Mfg. Co., 3825 N. 2... St. Louis, Mo. $2

This illustrates the $3 Decorated Clamp-o-Set in the plated bronze finish.

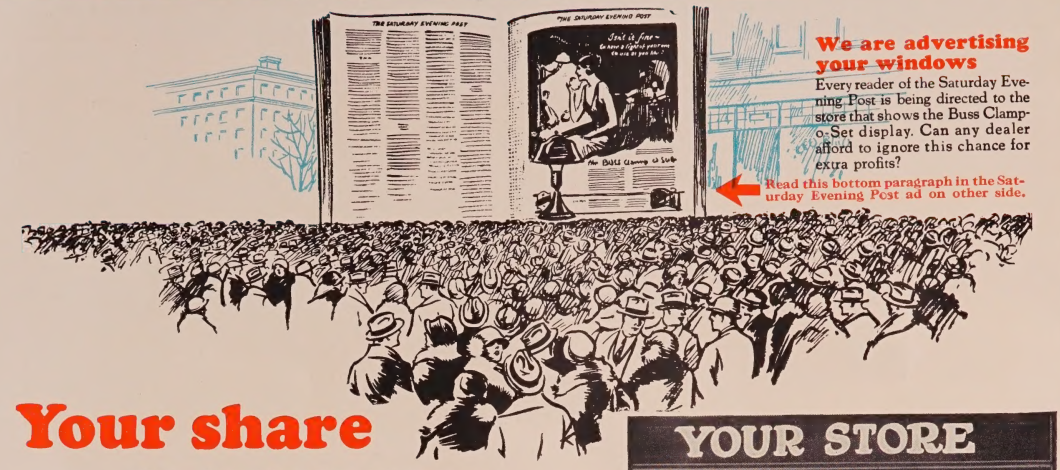
Look for Clamp-o-Set displays in store windows. Retailers are showing this window display so that you can readily see where Clamp-o-Sets are sold.

We are advertising your windows—are they ready?

See Next Page

Half the real buyers in your city—the people who spend money for what they want—will see this full page Clamp-o-Set advertisement in the February 14th Saturday Evening Post. Swell YOUR profits by making the most of this campaign.

Get Ready! Get Set! Go


THE SATURDAY EVENING POST
THE SATURDAY EVENING POST
Isn't it fine—to have a light of your own to use as you like
the BUSS Clamp-o-Set

We are advertising your windows

Every reader of the Saturday Evening Post is being directed to the store that shows the Buss Clamp-o-Set display. Can any dealer afford to ignore this chance for extra profits?

Read this bottom paragraph in the Saturday Evening Post ad on other side.

Your share

of the Saturday Evening Post market on Clamp-o-Sets makes

a Whale of a Crowd!

That whole crowd is your own local market. Records show that fully half of all the real buyers within reach of your store—the people who spend money for what they want—read the Saturday Evening Post.

All these real buyers of your own trade will see this big page Clamp-o-Set advertisement of February 14th.

What does this mean to you? It means that you can break all previous sales records on Clamp-o-Sets this spring—because:

This page ad is on a product that anybody can buy, not sometime, but right when they read the ad and see the displays. The price won't stop them or delay them.

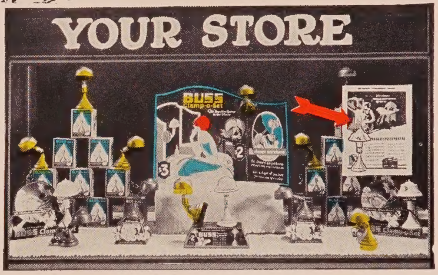
Anybody can pay $2 or $3 for what they want right out of their pocket.

And most important, everybody does want a light of their own to use as they like.

This page ad is the first ever run in the Saturday Evening Post on a product of this kind—it will get unusual attention.

Wouldn't you like to sign your name to all these page ads that go to your own local people? You can do that in effect—you can make this page on Clamp-o-Sets an advertisement for your own store by simply making a window display at the right time—February 12th to 20th.

From February 12th on, more people will want Clamp-o-Sets and be ready to buy, than ever before. Mail your order for Clamp-o-Sets now.



Just show 'em you have it

A proper window display will make people say "Here is the article I read about and wanted to buy. Here is where I can buy it."

That's why it is easy to understand why stores that make a practice of displaying articles at the time they are advertised make the most sales.

To help you, we have prepared a complete window display set—a display that will sell Clamp-o-Sets for you—a beautiful, colorful display that can easily be set up in a few minutes. It contains the BUSS "Tear-a-part" poster that can be made to fit any shape or size window.

Also, we'll send you a poster showing the Saturday Evening Post page so that the public can see that you have exactly the thing they have been reading about.

But, remember, that to get the most good out of it for yourself, you'll have to have it in your window by Feb. 12th. If you delay, your profits will be less.

Feb. 12th is almost here. Send for the window set now.

Don't worry about overstock. Even if you don't clean out all your stock right after Feb. 12th there will still be two months of winter nights when people will need light and will be ready to buy Clamp-o-Sets. Even during the summer people buy Clamp-o-Sets because there is nothing else like the Clamp-o-Set—"a light of your own to use as you like."

For quick action—USE THIS COUPON!

Check your Clamp-o-Set stock. Make sure that you have both Decorated and Regular Clamp-o-Sets in both finishes. Then order on this coupon.

Bussmann Mfg. Co., 3821 N. 23rd St., St. Louis, Mo. I want to get an ample stock of Clamp-o-Sets to make the most of your Special Campaign beginning Feb. 12. Ship the following Clamp-o-Sets:

Regular $2 Clamp-o-Set, Retailer's price $1.33 each, Canada $2 each.
Decorated $3 Clamp-o-Set, Retailer's price $2 each, Canada $3 each.

....................**Regular Brass**	....................**Decorated Ivory**
....................**Regular Bronze**	....**Decorated Bronze**

Above prices are F.O.B. jobber's warehouse in standard package of ten. Regular and Decorated cannot be assorted in the same standard package.

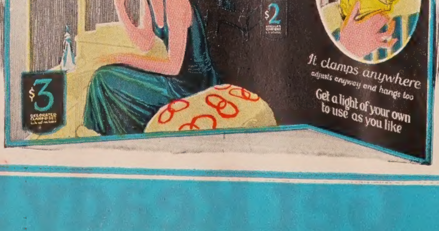
(Your jobber's name)..

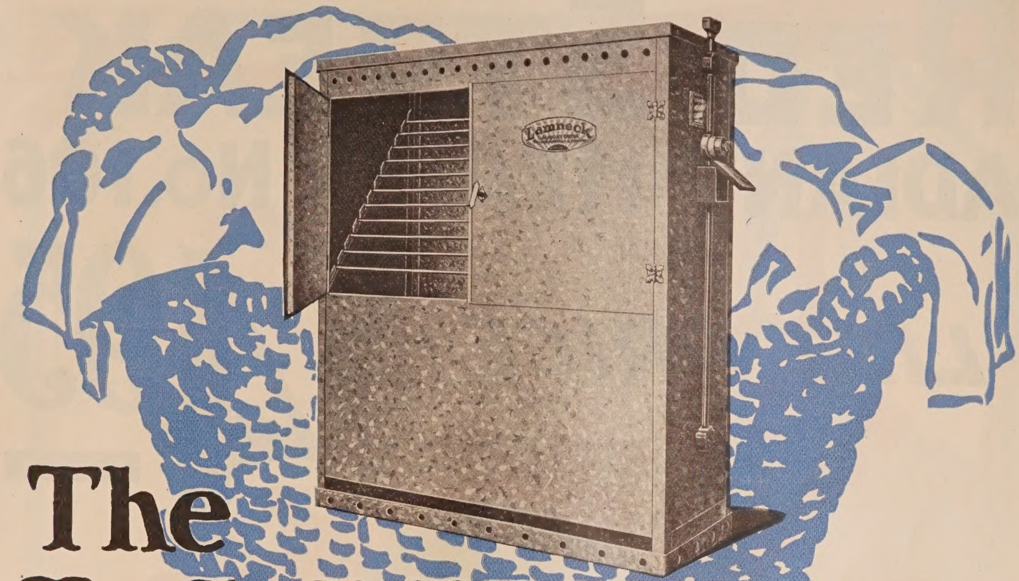
If you need the Free Window Display Set, check here ☐
(If you have already gotten the Window Display, we'll send you the S. E. P. poster and window trim guide.)

Store name--

Address--

E. M. 1-25


BUSS
Clamp-o-Set
The Handiest Light in the World
$2
$3
It clamps anywhere
adjusts anyway and hangs too
Get a light of your own to use as you like



The LAMNECK Electric Laundry Dryer

Requires No Extra Service from the Street!

Approved by National Board of Fire Underwriters

EASILY and economically installed—reasonable in price—moderate in operation cost—thoroughly practical—and perfect in results. These outstanding advantages make The Lamneck Electrical Laundry Dryer an instant success with housewife and dealer alike. The Lamneck is the result of years of effort and experience and is the only electrical dryer that has proved positively efficient under all conditions.

Quality Built Throughout

Sturdily built, with interlocking construction, the Lamneck is absolutely rigid. Each part locks with every other part and no bolts, screws or nuts are used. Equipped with heating elements that are easily removable. Rust-resisting rods provide the equivalent of 125 feet of clothes lines. Through a perfect system of ventilation clean, dry air is taken in at the bottom of the cabinet where it is warmed by heat radiated from the heating elements. Requires no extra service from street.

Wash—Dry— and Iron in One Day

The drying action of the Lamneck is so rapid that the entire laundry can be handled in one day. Saves time and labor for the housewife and a big cash saving if she employs a laundress. Protects her clothes from soot, dirt and wear—lengthens the life of each garment—and guards her from exposure to inclement weather.

Generous Profits for Dealers

Write today for full information about this remarkable dryer that is trouble-free and fool-proof. Dealers are assured of ample profits—and given every co-operation by an extensive sales and advertising organization. *You can sell a strictly high-class electrical laundry dryer!* Clip the coupon and mail it—*today.*

W. E. Lamneck Co.,
Dept. E. M., Columbus, Ohio.

Please send us by return mail complete information about the Lamneck Electrical Laundry Dryer, together with details of your dealer proposition.

Name ....

Address ....

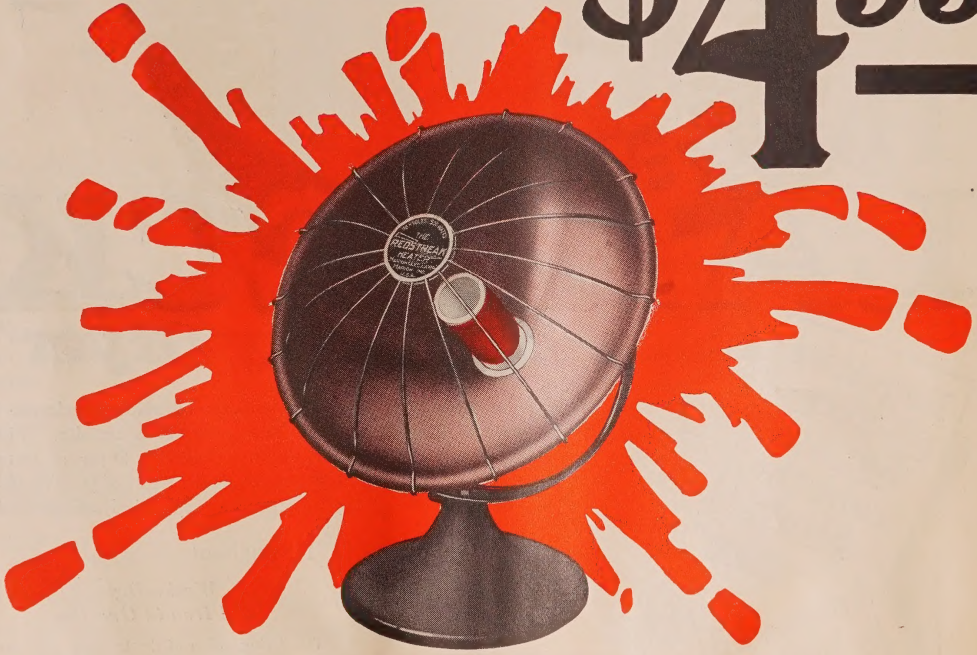
....

THE W. E. LAMNECK COMPANY
Dept. E.M. Columbus, Ohio

RED STREAK

RADIANT HEATER No. 106

LIST PRICE $4.95



A FULL SIZE HEATER

There is no Heater on the market that is more efficient.

Here is a quality heater, beautiful in design, that makes good display and sells at a substantial profit.

Spring is just around the corner—here's the heater for cool, crisp mornings and evenings after furnace heat is stopped.

Stands 15-in. high with reflector 12¼-in. in diameter, mounted on swivel base; 7 foot cord, separable attachment plug. At the low price of $4.95 you can move a lot of these Heaters this spring.

OUR AIM: To apply the Ford principle to the appliance industry.

MARION ELECTRIC CORPORATION
FORMERLY THE ALLMUR MFG. CO.
MANUFACTURERS OF THE
RED STREAK LINE
OF
ELECTRIC APPLIANCES
MARION, INDIANA, U.S.A.

New York Office:
1133 Broadway
Chicago:
128 N. Wells Street

Los Angeles:
923 E. 3d St.
San Francisco:
845 Monadonck Block

The Standard of *COMPARISON*

ROYAL

THE LEADERSHIP enjoyed by the Royal Electric Cleaner is the result of conscientious manufacture, sound selling policy, and fair price.

Evidence of Royal's mechanical superiority is found in the long life of the machine, the low servicing expense, and the fact that Royal owners are enthusiastic "boosters" for the Royal Cleaner and for the dealers who sell it.

Evidence of sound selling policy and fair price is found in the fact that hundreds of Royal Dealers of ten or more years' standing place a very high value on their Royal Sales Franchise.

Royal pays the Dealer the highest average net profit, and gives the owner the greatest service and satisfaction.

Will you permit us to prove these statements?

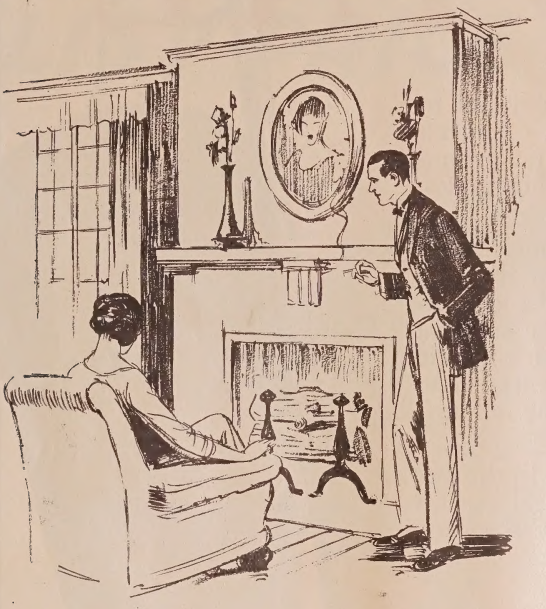
***The* P. A. GEIER CO.**

540 East 105th Street
Cleveland, Ohio
Manufactured in Canada by
CONTINENTAL ELECTRIC CO., Ltd.
Toronto, Ontario

Less Servicing —More Profit

Fireside Monologues

A Series of Twelve Points of View— Number Eight



Mrs. John Citizen speaks—

JOHN'S wife is typical of our generation—not a slacker by any means, but she isn't content to putter around the house all day long.

"Gosh, I'm glad that old fire-place of ours is settled at last," she was saying. "John grabbed at the least excuse to have a fire in it. And I did too, for that matter; a fire always looks so comfy. But it was always such a nuisance, with carting the wood from the cellar, and stoking, and clearing up afterwards.

But it's all over with now. Our new 'Glolog' was installed yesterday. You ought to see it; I'm just crazy 'bout the way it looks, just as natural as can be, and it glows ever so cozily when it's switched on. Surprising how much heat it gives—quite enough to keep us warm when the steam takes a rest.

What did it cost? Oh, not so very much. Jack Weston sold it to us and connected it—just had to put in some heavier wires or something like that. Anyway it's well worth it, when you think of what it saves me."

We Ourselves Speak—

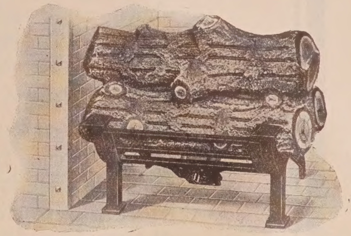
In a series of 12 viewpoints we are telling you the story of the "Glolog" from the "outside"—the way your customers, dealers, or jobbers look at it.

The rest is between ourselves!

We've tried and we've succeeded in producing an electric heater that meets an immediate popular demand. The market is practically unlimited, since nearly 99% of the homes and apartments built since the war have had fireplaces.

And that Glologs can be sold to this market has been amply proven by the remarkable success reported by progressive dealers and jobbers in leading cities, from one end of the country to the other.

The margin of profit on every Glolog sale is large—larger than you usually get on such appliances. The potential business in wiring and installation is larger still. Furthermore, there are real possibilities in the selling of complete Glolog installation for new apartments, homes and hotels in your territory.



And here's a summary of facts—

1. Nearly 99% of apartments and houses built since the war have fireplaces—all live prospects for GLOLOGS.

2. The margin of profit on GLOLOGS—is larger than on most other electrical appliances.

3. Installation and wiring earn substantial extra profits.

4. You can sell "big" to realty corporations and builders since wiring costs little during construction, and architects can figure a worth-while saving by eliminating flues and heavy falsework.

5. The GLOLOG Merchandising Plan, with folders, literature and an unique miniature window display, has built up sales more than 400% in a year in one big city. It's waiting to help you.

6. There's no waiting for deliveries of GLOLOGS. Ample stocks are on hand at the factory and—jobbers throughout the country.

Write us so we can get down to facts and figures

GLOLOG

Strait & Richards, Inc.
Manufacturers
Fabyan Place and Selvage Street
Newark, N. J.

Atlantic-Pacific Agencies Corp.
Western Distributors
Rialto Bldg., San Francisco

1 The tub stops automatically, *and locks*, in proper position for wringing—an exclusive convenience and safety feature of the Dexter.

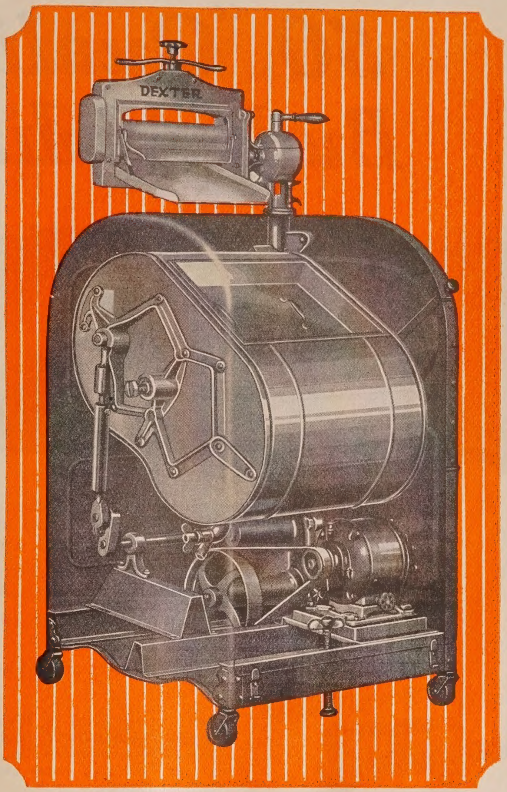
2 The tub operates on ball bearings (exclusive Dexter feature) giving smooth oscillation without friction or noise, and longer life.

3 Driving mechanism is entirely enclosed in one large metal housing filled with grease which will last for years.

4 Oilless bronze bearings throughout, with graphited metal linings; oil can lubrication unnecessary—not a place to oil except the motor.

5 Improved swinging wringer with right-hand control, made of satin-finished cast aluminum, with 12-inch cushion rolls and improved safety release.

6 Cabinet has convenient outside drain door (exclusive Dexter construction) — a convenience feature that every woman appreciates.



DEXTER Improved Oscillator

IN no other single washer, regardless of type or price, will you find a combination of so many excellent features, many of which belong to the Dexter exclusively. With its external appearance of exceptional simplicity and beauty it combines a score of hidden perfections that your customer will never see — but she will appreciate the smooth, noiseless operation of her Dexter, its remarkable washing efficiency, and the long continuous service that it gives her without up-keep or service costs. That, after all, is the thing that will build up your washer sales and profits.

Write for descriptive literature and for details of our liberal dealer proposition.

The Dexter Company, Fairfield, Iowa

Warehouses at Peoria, Columbus, Harrisburg and Utica

50 "Quality Built" Appliances

Gold Seal

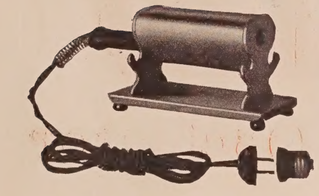
Rising Fast on

Gold Seal appliances in a comparatively short time have become established because we realized the Dealer's position and built up a line of "quality" built appliances to retail at a reasonable price with a good margin of profit.

Gold Seal appliances give the dealer a "quick turn-over" with a good profit and their excellent performance has built up good-will and consumer demand.

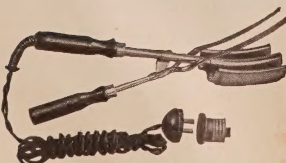
If you have not received full information on this profitable line, write today, giving the name of your Jobber.

JOBBER—DEALER—Get your share of 1925 business with Gold Seal Products.



The New Individual Curling Iron and Marcel Iron Heater

For home use. Every one knows that many women prefer to dress their own hair. Gas heaters are unsatisfactory as they collect soot. The Gold Seal Heater sells at an attractive price. It is light enough to be carried along on trips, etc.



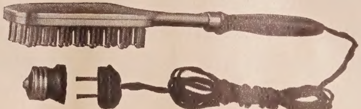
Patented $2.50 List

The Fast Selling New Marcel Waver

Thousands sold and giving entire satisfaction. Every woman wants one—and the price is very low. Gives a beautiful marcelle wave in five minutes. Nichrome element. Separable plug. Ebonized handles. High nickel finish. A fast seller.

Since the last issue of Electrical Merchandising FOUR NEW appliances have been added to the Gold Seal line. Look for our "ad" each month for additional NEW appliances.

These new appliances are built to conform to our "quality-at-a-price-standard," allowing the dealer a good profit. Write for prices on these four new items. The appliances shown on this page are only a part of our fast growing line.

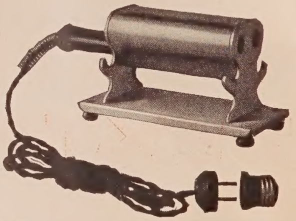


The New Gold Seal Hair Dryer

The live dealer knows that there is an urgent demand for an efficient and low priced Dryer, which really drys the hair. Here it is. It dries long or bobbed hair in a few minutes. Its sensible construction and finish appeal instantly to every woman—and the price appeals to her pocket-book. Get your stock NOW and be ready to cash in on what is bound to prove the fastest selling item of its kind ever offered.

The "Boudoir"—$1.00

Quality, specifications and price is making the "Boudoir" the fastest selling—the most profitable—curling iron in the world.



The New Gold Seal Professional Marcel Iron Heater

The average beauty parlor has only one heater because of their high cost. This new Gold Seal Professional Marcel Iron Heater is sold **AT A PRICE** to permit one being installed on every beauty parlor table. A big and fast growing field.

Single Heat ....List	$3.75
Double Heat ....List	4.00

Electric Sauce Pan

Another new item, the Gold Seal Electric Sauce Pan. 100 per cent. open field. Offers dealers fine chance to bring many new customers into their store.

Appliances

The Profitable Line

the Business Horizon

Patented

List Price, $3.50

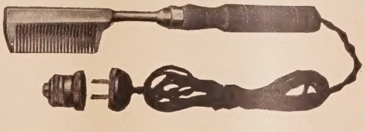
"Big Value" Toaster

Big Toaster sales thruout the year. Double your sales with this Gold Seal toaster. Toasts evenly without burning. Nichrome element. Heavily nickeled. Ebonized feet and handle.

Taper Spout Percolator

Our new taper spout percolator. Designed to meet the demand of the more exacting housewife. Begins percolating in one minute.

List Price, $5.00.



The New Gold Seal Hair Straightener

Colored people are spending millions of dollars every year to straighten their hair. Here is an electric straightener that does the job thoroughly—and does it quickly, easily, and cheaply. Any colored person will buy on sight.

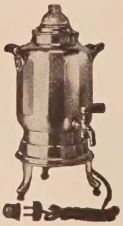
Write today for full information

Popular size (single heat) List $4.00
Popular size (double heat) List 4.25
Large size (double heat) . . List 4.50

Electric Double Boiler

The Gold Seal Electric Double Boiler is universally accepted as the most popular kitchen utensil. Sales possibilities unlimited at the low price offered. 100 per cent open field.

THE GOLD SEAL ELECTRIC CO.
2110-12 Woodland Ave., CLEVELAND, OHIO
Export Department: 130 W. 42nd St., New York City
All Gold Seal Appliances Guaranteed 2 Years



List price, $6.50.

Urn Type Percolator

Every woman wants an urn type percolator. This one, of handsome design and well finished, looks good on a buffet or serving table. Price places it within the reach of every home. Percolates in one minute.

Gold Seal Appliances

Easiest Selling— —Most Profitable..

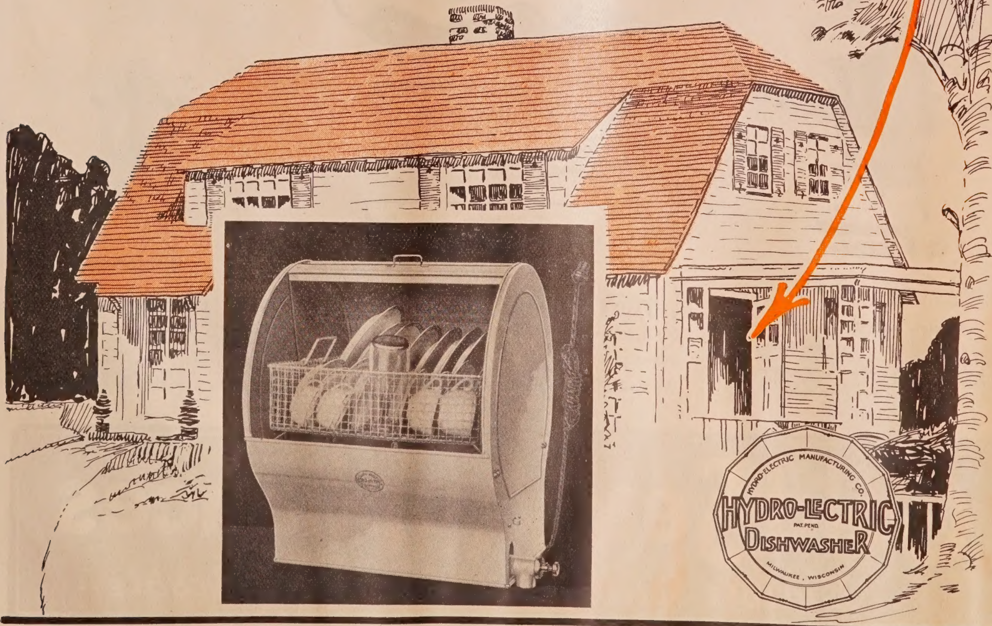
Hydro-lectric Dishwasher

Thousands of kitchen doors are wide open!

The Hydro-lectric has many features that have made it the leader of electric dishwashers. No additional plumbing is required. It is independent of water pressure—only 5 quarts of water does the work. No soaping device to get out of order. This dishwasher is absolutely trouble-proof. Cleans itself as it washes and rinses the dishes.

Get those sales! Homes by the score are now using the Hydro-lectric dishwasher in all parts of the country. You would be surprised at the number of people who patronized you in 1924 who would have been interested in seeing this highly perfected dishwasher. Sales for 1925 already have shown a decided increase. Women are learning about the Hydro-lectric—they are being told that here at last is the ideal electric dishwasher—the one easy to use—the one that stays in order—the one that is sanitary—the one that everybody likes. Get in line Mr. Dealer. You certainly want this profitable business. Just write. Get details. Ask about our merchandising organization.

Hydro-Electric Manufacturing Co.
Milwaukee, Wisconsin



Sell a cleaner with these 7 advantages

① A cleaner built by one of the largest electric cleaner makers—a maker with 15 years' experience.

② A cleaner which has no superior at *any* price.

③ A cleaner that sells to housewives the world over at one price, $39.75—a low enough price for volume sales on a *cash* basis without canvassing.

④ A cleaner that requires no service from jobbers or dealers—one carrying an unqualified two-year guarantee, instead of the usual one-year guarantee covering only *certain* parts.

⑤ A cleaner that offers a fair profit on each machine. Quick turnover multiplies this profit into a fine yearly total.

⑥ A cleaner that is being advertised monthly to eight million women.

⑦ A cleaner that is easy to get from your nearest jobbers. No big stock investment.

Twelve thousand live dealers and over three hundred jobbers already realize that the Bee-Vac is such a cleaner. They appreciate the money-making possibilities which these seven advantages hold for them. Write for our proposition and learn what they mean to you.

BIRTMAN ELECTRIC COMPANY
Department B-10-2· Lake and Desplaines Streets · Chicago

BEE-VAC
STANDARD ELECTRIC CLEANER
$39.75
WHY PAY MORE?

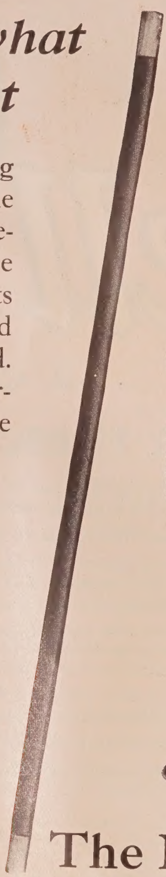
Bee-Vac Electric Iron

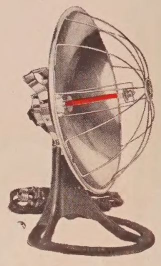
Another money maker for the dealer. Consumer's retail price, $5.75 Why pay more?

They are all talking about Globar

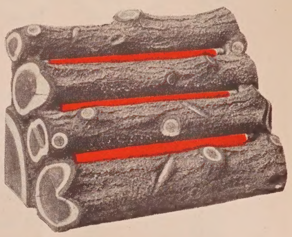
Globar is to heat what Tungsten is to light

No development in the entire heating industry has caused such a stir as the advent of the non-metallic heating element, *Globar*. The most progressive engineers have been quick to realize its possibilities and a tremendous new field of heating development has followed. *Globar* is fast being adopted by America's representative heating-appliance manufacturers.

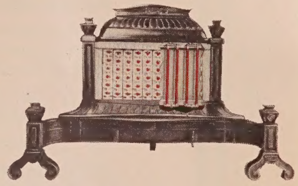




AXIAL MOUNTING



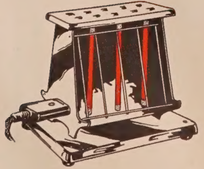
HORIZONTAL MOUNTING



VERTICAL MOUNTING

Globar

TRADE MARK



Branch Offices

Philadelphia
917 Packard Bldg.

New York
46 Dey Street

Foreign

Kumler & Matter
Aarau, Switzerland

British Resistor Co.
Aintree, Liverpool
England

The Non-Metallic Electric Heat Unit

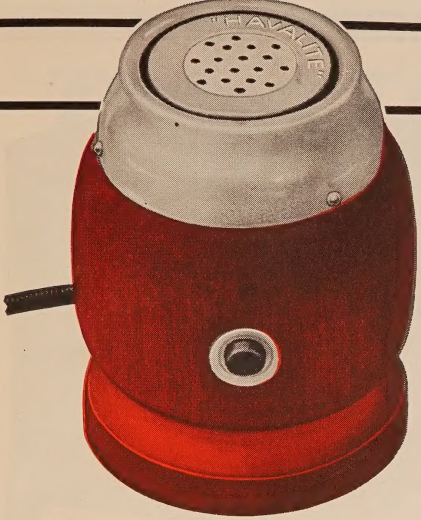
An epoch-making development

The advent of this non-metallic electric heating unit means as much to the electric heating industry as the discovery of the tungsten wire element meant to the electric lighting industry. *Globar* will better your product. Investigate today.

Our Engineering Department is ready to serve you. Submit your heating problems to us.

American Resistor Company
Milwaukee, Wisconsin, U. S. A.

HAVALITE



Here is the Electric Lighter Sales Sensation

The Havalite electric lighter for smokers has proven a huge success. It's the fastest selling, best liked and finest operating lighter yet offered to the trade for years. Think of it, you can display this 100% quality article and sell it for $2.50. No installation, no service, operates on any 110 volt circuit. The beauty of the Havalite is it stays sold. You can back Havalite with your unqualified guarantee.

Sells for only $2 50

Give this your prompt attention!

You can't afford to overlook this wonderful opportunity. You absolutely take no risk. We know Havalite is made right, we know it is priced right and that sales are exceeding all expectations. Dealers are daily finding Havalite the ideal cigar and cigarette lighter for rapid, satisfactory and profitable sales.

Made right, operates perfectly!

Havalite is a real invention. It is made right by an established electrical manufacturer who has been making electrical devices for years. We stand unqualifiedly behind Havalite. We guarantee the element for six months. The Havalite actually sells itself—the minute you display it you will see for yourself that here is a "live seller," one that will make money for you without great sales effort.

Manufactured by

The National Specialties Company

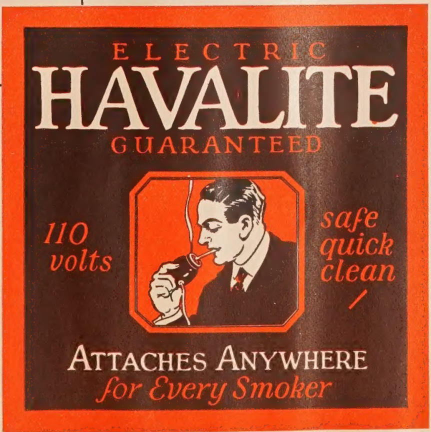
General Sales Office:

610 First National Bank Bldg., Fort Wayne, Ind.

A small article that makes money in a big way

You can sell Havalite anywhere—to homes, cigar stands, hotels, clubs, etc. Its low price for such exceptional value opens up a large and highly profitable market. You'll have no competition—there's nothing like it on the market and a new patent is now pending. Put a Havalite on your counter — attached and ready for operation. Don't delay. See how much attention it attracts. Everyone who uses it sells himself.

Havalite is equipped complete for use with two-piece plug and seven feet of finest silk cord. Finished in rich mahogany with felt base. Operates anywhere. Press the contact button and the light will appear. Remove your finger and the current switches off. It's a permanent, life-time convenience that smokers want. Here then is the article for you to sell—the electric cigar and cigarette lighter that is thoroughly satisfactory and that gives you no "after-sale" trouble.



Order a Sample

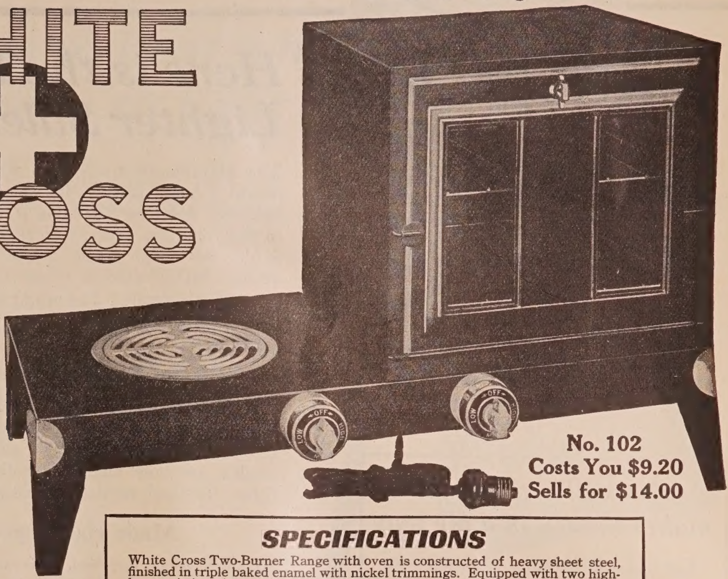
$1 45 *Money back guarantee*

Ask us to tell you what other dealers have done with Havalite and at the same time send us your check for $1.45 for an introductory sample. We want you to see Havalite and to try it out yourself so that you can fully appreciate its wonderful sales possibilities. Get our proposition to live dealers before one of your competitors does. Wherever Havalite is introduced it goes over big. Right now get your order in for a sample. Rush it and we will send a Havalite quickly.

A sample HAVALITE starts big sales for you

WHITE CROSS

2-Burner Range with Oven



No. 102
Costs You $9.20
Sells for $14.00

Order today on 30-day approval

SPECIFICATIONS

White Cross Two-Burner Range with oven is constructed of heavy sheet steel, finished in triple baked enamel with nickel trimmings. Equipped with two high-heat resisting plates with genuine Nichrome wire; two three-heat, four-way reciprocating switches, (high, medium, low and out) and standard length asbestos lined heater cord with plug. Operates on either direct or alternating current 110 to 125 volts.

Special
TRIAL OFFER

Our liberal 30 days' approval offer gives you an ample opportunity to see the high quality of merchandise, and test the sales possibilities before you are obligated for one penny. You can order a liberal quantity of samples, display them prominently in your store, and have them all sold with a GOOD BIG PROFIT before your bill is due. Try it and be convinced.

No. 99—One-Burner Stove
No. 100—Two-Burner Stove
No. 101—Three Burner Stove

FULLY GUARANTEED

White Cross Electric Ranges are ruggedly constructed. Made to last a life-time. Not to be compared with cheaply made imitations. Only highest grade materials and finest workmanship go into White Cross products. Heating element gives long time service. Every housewife wants one of these Ranges. They make you **big profits.** Their pleasing design and clean, sanitary appearance makes them especially desirable. Remember you can order one or as many as you like on 30 days' approval. Make your selection and **write today.**

No. 100
Costs You $4.00
Retails for $6.00

SPECIFICATIONS

White Cross Stoves come in either one, two or three-burner size. Constructed of sheet steel, finished in black enamel, nickel trimmed. Has indicating rotary switch "on and off" at each burner. Standard length asbestos lined heater cord with two-piece connecting plug. Operates on either alternating or direct current, 110 to 125 volts. One burner size costs $2.50, retails $3.75; two-burner (as illustrated) costs $4.00, retails $6.00; three-burner costs $5.50, retails $8.00.

Send for FREE Bulletin showing complete line of WHITE CROSS Electrical Products.

National Stamping and Electric Works
3212 West Lake Street, Chicago, Ill.

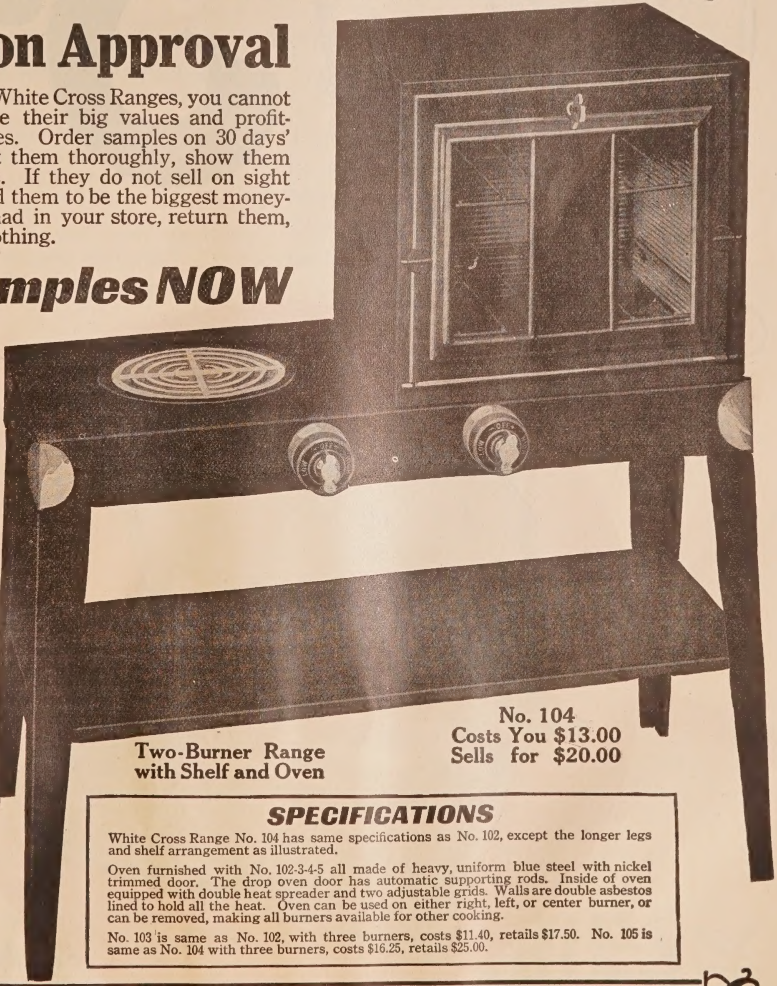
These THREE-HEAT Electric Ranges sell easily and pay big profits

Every woman wants one of these splendid Electric Ranges. They are superior in every way to gas, coal, or wood ranges. No smoke, no dirt, no odor. Give exactly the amount of heat wanted instantly at any time. Equipped with three-heat control, giving slow, medium, or hot as desired. Most convenient and sanitary method of cooking and baking.

Order on Approval

Until you see the White Cross Ranges, you cannot possibly appreciate their big values and profit-making possibilities. Order samples on 30 days' approval. Inspect them thoroughly, show them to your customers. If they do not sell on sight and you do not find them to be the biggest money-makers you ever had in your store, return them, and you owe us nothing.

Get Samples NOW



They Sell On Sight

The White Cross Electric Range sells on sight. It makes an instantaneous, powerful appeal to every woman who sees it. Dealers all over the country report them selling on first demonstration. They are reaping Big Profits. Why not get your share? Send us your order on 30 days' approval at once. We take all the risk.

Costs You $13.00

Sells for $20

Two-Burner Range with Shelf and Oven

No. 104
Costs You $13.00
Sells for $20.00

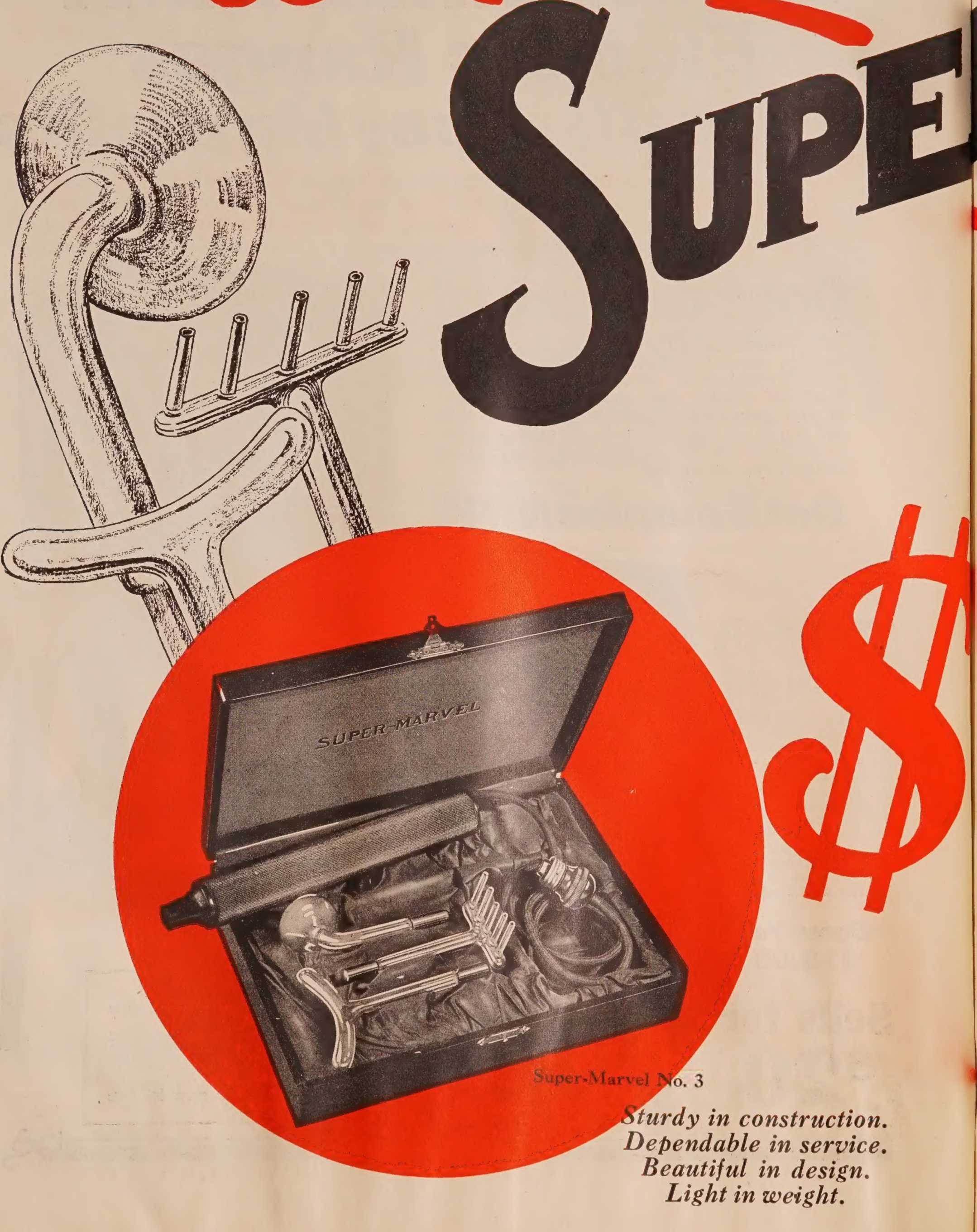
SPECIFICATIONS

White Cross Range No. 104 has same specifications as No. 102, except the longer legs and shelf arrangement as illustrated.

Oven furnished with No. 102-3-4-5 all made of heavy, uniform blue steel with nickel trimmed door. The drop oven door has automatic supporting rods. Inside of oven equipped with double heat spreader and two adjustable grids. Walls are double asbestos lined to hold all the heat. Oven can be used on either right, left, or center burner, or can be removed, making all burners available for other cooking.

No. 103 is same as No. 102, with three burners, costs $11.40, retails $17.50. No. 105 is same as No. 104 with three burners, costs $16.25, retails $25.00.

biggest in sales


SUPE
$
SUPER-MARVEL

Super-Marvel No. 3

Sturdy in construction.
Dependable in service.
Beautiful in design.
Light in weight.

R-MARVEL

– biggest in value /

Why you can make your biggest sales and largest profit with the Super-Marvel

The Super-Marvel was the first set with three electrodes ever to retail for $12.50!

Due to our patented construction we can give greater value in an instrument of this type than any other manufacturer has ever been able to offer.

Being the most widely *sold* violet ray, it is naturally the most widely imitated.

The beauty and health-giving qualities of the violet ray are well known.

The Women's publications are advocating its use; doctors are recommending it; beauty parlors are popularizing it.

The Super-Marvel is a profit-carrying specialty.

If your jobber does not carry the Marvel line, write us direct for complete descriptive matter!

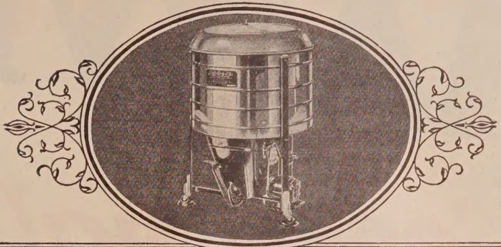
12 50

RETAIL PRICE

EASTERN LABORATORIES INC

225 - 229 EAST 38 th STREET NEW YORK CITY

Laun-Dry-Ette



PIONEER OF THE WRINGERLESS AGE

It is advertised persistently and continuously

SINCE 1918 the Laun-Dry-Ette has been persistently and continuously advertised in magazines of national circulation including Good Housekeeping and the Ladies Home Journal.

No other washing machine advertising has equaled ours in consistency and persistency, or surpassed it in attractiveness.

This years' program calls for a larger advertising schedule than ever. More steam behind sales and more sales for Laun-Dry-Ette dealers everywhere. More good will. More demand. More interest. Swifter growth of the wringerless idea—the Laun-Dry-Ette idea.

Half the month has not passed at this writing and yet we have evidence that January will be the biggest January in the history of our business. Why? It's because Laun-Dry-Ette dealers are having greater success than ever. People like the wringerless idea. The good news is spreading.

Perhaps you've never looked into Laun-Dry-Ette possibilities. Perhaps you've had your eye glued to the present so firmly that you haven't dared to look into the future. Maybe you're even trying to build a big future on a declining idea. It can't be done.

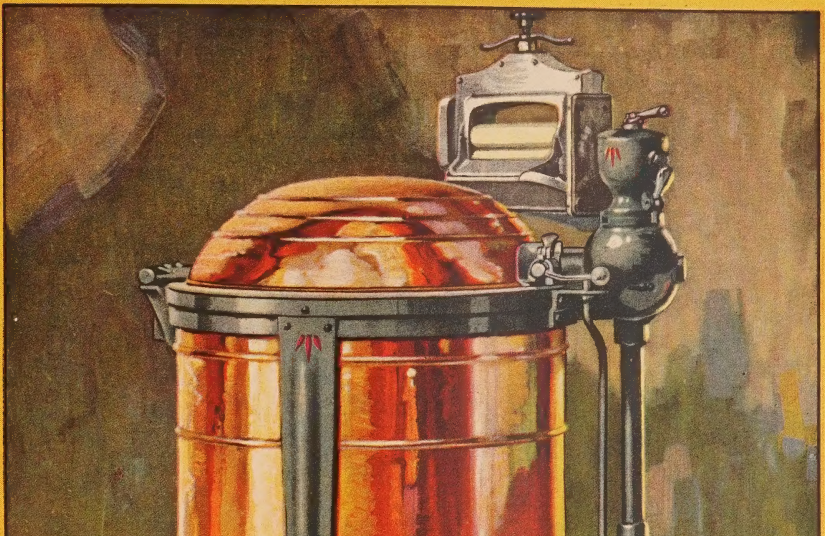
Have you ever listened to a Laun-Dry-Ette salesman tell the Laun-Dry-Ette story?

Do you know about our exclusive agency plan? Do you know how fairly we treat our dealers? Have you ever talked with dealers like Walbridge & Co., Buffalo, N. Y., The Laube Electric Corporation, Rochester, N.Y., Buchanan-Smith Electric Co., Philadelphia, Pa. and other leaders who have sold Laun-Dry-Ette for six years and more?

Here's an invitation ta visit us any time. Write us and ask us about open territory. We are always glad to hear from those who are interested in getting ON THE RIGHT SIDE of the electric appliance business. SUPPOSE YOU WRITE US.

THE LAUNDRYETTE MANUFACTURING COMPANY
1178 East 152nd Street, Cleveland, Ohio

Announcing:


-Long-
HART-PARR
VACUUM ELECTRIC
WASHER
"Cleaner Clothes with Greater Ease"

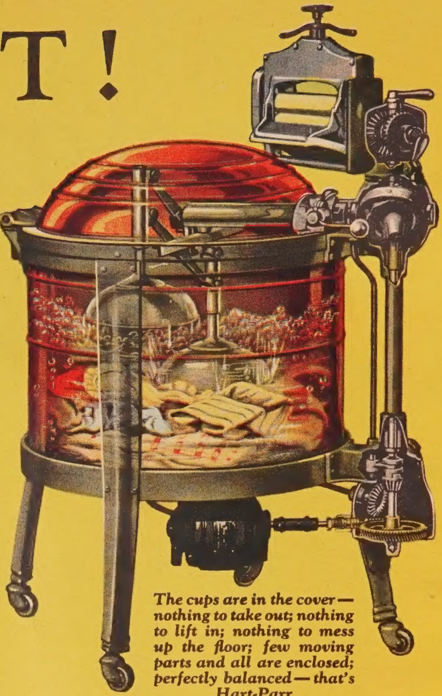
AT LAST!

Cleaner Clothes with Greater Ease

THE quiet-as-a-watch running of the Hart-Parr Vacuum Electric Washer is startling; but for the turning of the polished copper tub, you'd never believe it was operating.

Dominating style, appealing beauty, extraordinary efficiency, and, above everything, reliability, characterize this washer, built for the discriminating woman in the well ordered home.

Of course, it's a vacuum; of course, it's different; of course, it's distinctive—the cups are built into the cover; the tub revolves; there are no belts; it's a direct drive; there are few moving parts; they are all enclosed; you oil them once a year; the vacuum cup bearings are oilless; no oil or grease can ever get into the tub. Different and distinctive with all good features made better and all petty annoyances eliminated—that's the Hart-Parr.



The cups are in the cover—nothing to take out; nothing to lift in; nothing to mess up the floor; few moving parts and all are enclosed; perfectly balanced—that's Hart-Parr

Not Cluttered Up

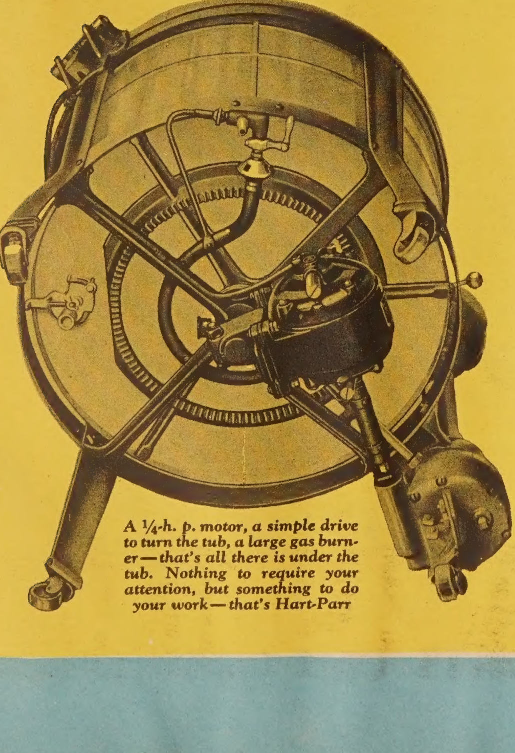
But Well-Ordered and Workmanlike

THE Hart-Parr Washer is the product of a lot of brains that, for twenty-five years, have been designing and building labor-saving machinery. Brains and experience have achieved wonderful results.

The Hart-Parr is not all cluttered up with open gears, levers and odds and ends. It is well ordered—made of just the necessary things that not only enhance beauty but insure economy, safety and long, satisfactory service.

Just a motor, a gear and a gas burner on the bottom of the tub—no scatteration of parts—it's built right. And, the tub can also be used for cold pack canning—that's Hart-Parr—different, pleasing, satisfactory.

Like a ride in a beautiful car—a demonstration will convince you. Write or call for further information.



A ¼-h. p. motor, a simple drive to turn the tub, a large gas burner—that's all there is under the tub. Nothing to require your attention, but something to do your work—that's Hart-Parr

BUILT BY
HART-PARR COMPANY
Builders of Labor-Saving Power Machines
For a Quarter Century
CHARLES CITY, IOWA

A Prediction

In our January ad we said: "We predict a G R S dealer in every community in 1925."

We stand on this prediction.

The G R S offers your customers Railway Signal faithfulness.

For the G R S is itself a Railway Signal product in design, materials and standards of workmanship.

Because of this faithfulness of performance, the G R S brings you no maintenance problem whatever. It insures you against profit drain through service loss. Quality such as this *will predominate*—therefore, we believe we are modest in our 1925 prediction.

You should participate in this business in 1925. A letter to us will give you our dealer plans in detail.

G. R. S. PRODUCTS, INC.
Subsidiary of General Railway Signal Co., of Rochester, N. Y.
Albany, N. Y.

GENERAL RAILWAY SIGNAL
STANDARDS OF PRECISION

G·R·S· ELECTRIC CLOTHES WASHER

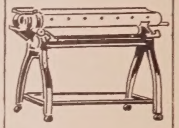
After All—Construction Is the Thing

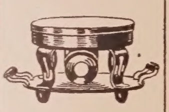
MIGHTY few are the things that any of us buy that we don't ask about their construction. From toothbrushes to motors we flaunt the queries, "How long will it last — is it well made — do they make them any better?" Construction is the all-important thing every time. It's the very life of the material things we use every day.

But this is about Chromalox heating elements, heating elements that are decidedly different from all others because of the way they are built. With a nickel Chromium ribbon embedded edgewise in a refractory material under hydraulic pressure, Chromalox elements have become the life of heating appliances and electric heating equipment.

From the waffle iron that created those tasty waffles for your breakfast to the strip heaters that provided comfort and warmth in the train or trolley that brought you to your place of business, Chromalox elements are apt to be found responsible for that heat making.

Manufacturers and dealers alike find it powerfully profitable to identify their heating appliances with Chromalox units. The maker of appliances can unhesitatingly assure his dealers that his product will operate properly. Blowouts and burnouts will truly be a happening of the past. Repairs won't exist, previous trouble sources will be eliminated.



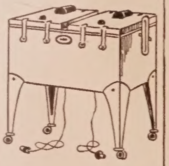


These appliances can be obtained equipped with Chromalox units

Irons
Ironers
Waffle Irons
Percolators
Table Stoves

Ranges
Hotel Equipment
Hot Closets
Fireless Cookers
Dryers

Strip Heaters
Car Heaters
Metal Melting Pots
Laboratory Heaters
Glue Pots



You have a heating element problem? Then make use of our years of untiring research, study and development of perfecting units that answer such problems. Give us some idea of what you are seemingly up against. Without a bit of obligation we will help you in an engineering way.

Mail your letter today so we can get together soon.

EDWIN L. WIEGAND CO.
422 FIRST AVE., PITTSBURGH, PA.

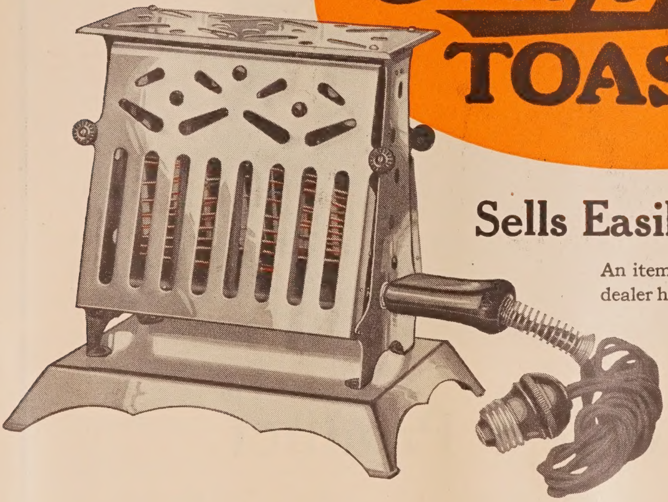
TRADE MARK
CHROMALOX
HEATING ELEMENTS
REGISTERED

MISTER DEALER!

Here's a Toaster Story without any "exaggeration"

A "Red Hot" item that dealers everywhere are selling like hot cakes. More Marion Giant No. 66 Flip-Flop Toasters are being sold now than ever before.

Marion
MODEL 66
Flipflop
TOASTER



Sells Easily and Stays Put

An item that's "never marked down." Every dealer has had a happy experience with No. 66.

Works, sells and makes profits automatically

Never fails to automatically repeat itself wherever offered. It is the one "fast seller" that you should give a "try out."

You will have the same experience that every other dealer has had with No. 66. *Take advantage of their success.*

We have been swamped with repeat orders since the holidays. Get in line NOW for the "lion share" of the toaster business this spring. Mail the order card NOW! Immediate deliveries. Attractive cut out window card free.

You will never have to dust them—they won't stay on your shelf that long!
Write today for discounts.

Successfully made by
RUTENBER ELECTRIC CO., Inc.
Factory and General Offices
MARION, INDIANA

NEW

Sell It In 1925

NEW

Sell It In 1925

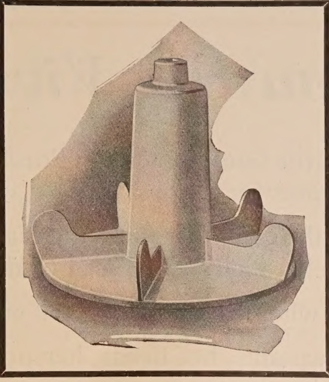
The Latest Product of the Genius of "George" and "Al"

The NEW HAAG

VORTEX

This IS a new washer to the trade but it has been tested out for more than a year preceding this announcement.

List Price $125



List Price $125

Look at the picture—note the lines and clean-cut appearance.

Look at the cast-aluminum "vortex" shown above—and imagine what a disturbance it makes in the suds!

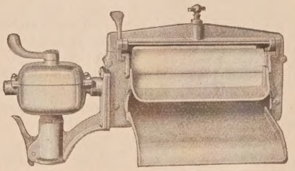
Look at the wringer shown here—and think what a help it is to salesmen when they are "selling a prospect" on this HAAG.

Look at the price—and remember that this washer comes from the plant of "George" and "Al"—who have never yet allowed cheapness to enter into a single product of theirs.

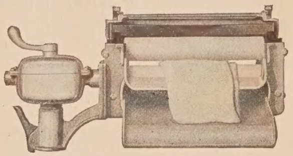
Look back upon the reputation of this firm for the past 15 years—it shows that they have consistently made GOOD washers—the kind that stays "sold" without expensive "servicing" on the part of their dealers.

As a step ahead for 1925, get this line for your town. The rapidly driven "vortex" resting at the bottom of the large (23-in.) burnished copper tub whirls the fabrics thru the suds so energetically that complete cleanliness is attained in a remarkably short time.

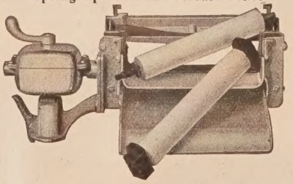
It is the old "dolly" principle vastly improved and with the "rubbing" eliminated. It will be one of America's most popular washers in 1925 and it will bring new glory to the name of Haag Brothers—and profit to Haag dealers.



Showing the new metal Haag wringer. Note compactness and large soft rolls.



In case of emergency the top and spring tip back and release rolls.



Removing or replacing the rolls is easy. You simply lift them out.

HAAG BROS. CO. - PEORIA, ILL.

Savage is the preference of "The Head of the Head of the House"

From Her Viewpoint—

SHE is the Great American Purchasing Agent—your best customer!

Her's is the hand that rocks the cradle—runs the home, and she is well called "The Head of the Head of the House!"

She it is, whom you must *first* sell on your washer!

Her viewpoints, her needs, her preferences were carefully consulted and catered to, in designing the Savage.

She Wants Safety:

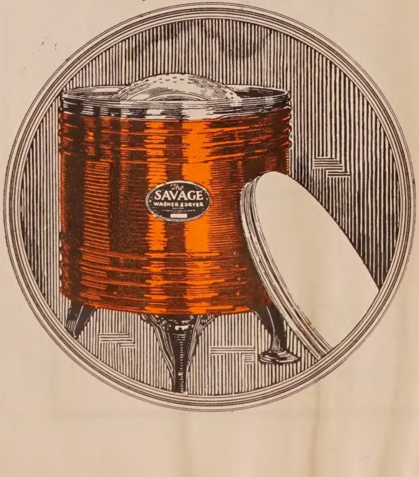
So the wringer, with all its attendant mechanism and all reversing, rocking, swinging or plunging mechanism was discarded.

Instead of fishing each piece separately, out of suds-choked containers and feeding them one at a time to a wringer, she can wash, rinse, blue and *dry* a whole load at a time, *without wringing*, because Savage has *no wringer* and *needs none!*

She Wants Convenience:

Therefore the Savage was designed to work *for her* 100%—*without her having to work with it!* She does not have to "stand in attendance" upon the Savage, nor dress the part for washday! She never has to touch an oil can—nor put her hands in water if she wishes!

When you wring clothes you must be on your feet constantly. But while Savage washes, rinses, blues and dries *everything*, you can be doing something else. There are no heavy mechanical parts or pieces to remove or replace between operations, and only one switch.



She Wants Speed:

The one-way (rotary) washing action and the centrifugal drying which spins an entire tubful (10 lbs. of clothes or 7 double sheets) "wringer-dry" in one minute, *insures it!* And more, she gets *machine rinse* (the most thorough ever known) which saves 30% of the time formerly needed to rinse by hand, and *all* of the disagreeable labor.

Savage never breaks buttons, bends or flattens hooks-and-eyes, or fasteners, never injures the most fragile fabrics. It spins the clothes dry without leaving deep wringer-creases or heavy wrinkles to be later ironed out.

She Wants Good Looks:

and the Savage flat white table top, and handsome copper tank, unmarred by gears, rods, levers, etc. provides it.

She wants *all these things* and more, which only the Savage can bring her. Would these advantages mean *sales* for *you* as a Savage representative? You know they would!

SAVAGE

COMBINED WRINGERLESS

A DEMONSTRATION IS A REVELATION

From His Viewpoint—

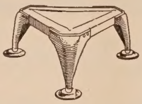
Savage appeals to "The Head of the House"

HE WON'T admit that he's not mechanically wise any more than that he is not the "Head of the House."

If *she* wants a washer, he'll see she has it—BUT he wants to pass on the *mechanics* of it! And usually he likes to appear "hard boiled." He's known of Savage firearms for as far back as he can remember. He knows if anybody (besides himself) *could* build a washing machine, Savage ought to do it! That's why he's quick to appreciate these features!

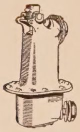
He Wants Simplicity:

So the Savage has but five major units—pictured herein—(1) The steel base and legs, (2) the Pedestal, enclosing all gears and shafts, (3) the Spinner-basket, (4) the Copper tank or tub, (5) the Guaranteed Motor! That's all! One simple switch controls all operations. The oiling is automatic as in the best motor cars.



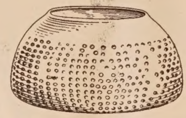
1. The Base of pressed steel will hold a heavy safe.

He Wants Durability:



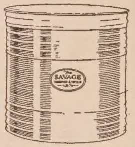
2. The Pedestal encloses all machinery and the self-oiling device.

Therefore instead of cast iron and wood, the Savage has steel, copper, aluminum, bronze and brass throughout. The The shafts and gears are hardened and ground, where necessary, to 1/1000 of an inch exactness.



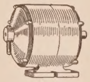
3. The Spinner Dryer of perforated aluminum washes and dries the clothes.

He Wants Service:



4. The Tub of heavy copper or galvanized iron, with flat enameled top.

He knows the Savage name would not be put on any machine which Savage would not back 100%. The Savage Guarantee Bond is *his family's protection!*



5. The ¼ horsepower Motor of guaranteed standard make.

The Name Savage is YOUR Best Guarantee

Mr. Retailer: The name "Savage" is also *your best guarantee* of highest quality merchandise, sound merchandising policies and fullest sales and advertising co-operation.

The Savage is tested and approved by Good Housekeeping and Tribune (N. Y.) Institutes, Priscilla Proving Plant, Today's Housewife Testing Home, The Home Maker's Bureau (Pratt Institute) and leading authorities.

The Savage is nationally advertised in Good Housekeeping and leading women's magazines. Savage representatives are furnished all necessary sales and advertising helps. **Write for the Savage Sales Story on your letter-head or use the coupon now.**

SAVAGE ARMS CORPORATION
25 Savage Avenue, Utica, New York

WASHER & DRYER

HAS NO WRINGER—NEEDS NONE

THE SAVAGE ARMS CORPORATION
Utica, N. Y.

Send me the whole story of the Wringerless SAVAGE.

Name ....

Street ....

City .... State ....

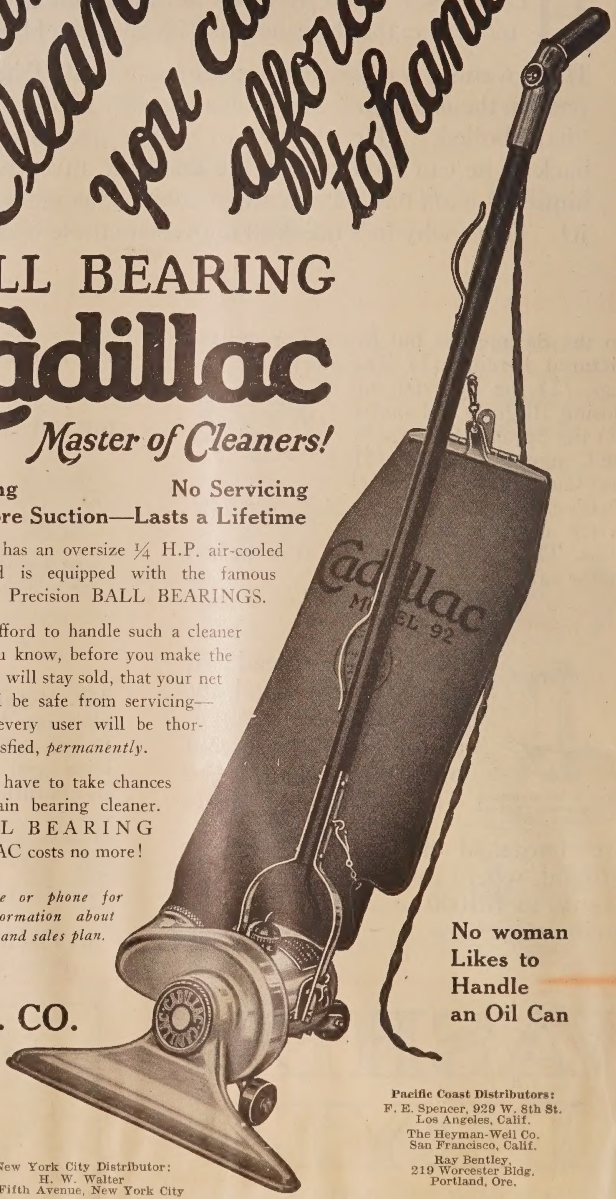
EM. 2-25

Here is a Vacuum Cleaner you can afford to handle

BALL BEARING

Cadillac

Master of Cleaners!



No Oiling **No Servicing**

25% More Suction—Lasts a Lifetime

Because it has an oversize ¼ H.P. air-cooled motor and is equipped with the famous NORMA Precision BALL BEARINGS.

You can afford to handle such a cleaner because you know, before you make the sale, that it will stay sold, that your net profits will be safe from servicing—and that every user will be thoroughly satisfied, *permanently*.

You don't have to take chances with a plain bearing cleaner. The BALL BEARING CADILLAC costs no more!

Write, wire or phone for further information about our cleaner and sales plan.

Features of New Ball Bearing CADILLAC

- **Oversize ¼-hp. motor equipped with NORMA PRECISION Ball Bearings gives 25% more power.**
- **75% less servicing due to non-oiling feature.**
- **14½-in. streamline aluminum nozzle gives wider cleaning range.**
- **All operating mechanism in Pistol Grip Handle You "Save Your Back With a Cadillac." Because "One Hand Does It All." Rear Roller Adjustment for different nap thicknesses.**
- **CADILLAC NAP INSURANCE — Deeply imbedded dirt removed without injury to the nap.**
- **Fine appearance—beautifully finished.**
- **Approved by Good Housekeeping Institute, Today's Housewife, and Modern Priscilla.**

No woman Likes to Handle an Oil Can

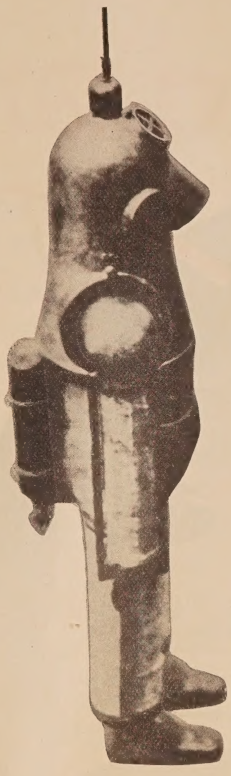
CLEMENTS MFG. CO.
615 Fulton Street
Chicago
Long Distance Telephone Monroe 6606

Canadian Factory:
71 Duchess Street, Toronto, Ont.

Export Department:
149 Broadway, New York City

New York City Distributor:
H. W. Walter
75 Fifth Avenue, New York City

Pacific Coast Distributors:
F. E. Spencer, 929 W. 8th St.
Los Angeles, Calif.
The Heyman-Weil Co.
San Francisco, Calif.
Ray Bentley,
219 Worcester Bldg.
Portland, Ore.



Like a Fairy Tale!

THE development and progress of Westinghouse Mazda lamps is a story only equalled by the legends that were handed down from father to son centuries ago.

But a few years ago, incandescent lamps, crude of construction, inefficient and costly were being used only by those who saw the possibilities of this, then new, invention.

Today, Westinghouse Mazda lamps are as perfect as modern science can make them, highly efficient and inexpensive. What a marvelous improvement but a few years have wrought!

Like a fairy tale, the story of Westinghouse Mazda lamps goes from the heavens above to the lowest depths of the sea. They are being used on aeroplanes to safely guide them over the air paths throughout the night. In homes and in factories, on battleships and on speeding trains, everywhere are they being used, and everywhere are they performing their miracle of white shining magic.

Three hundred feet under the sea, Westinghouse Mazda lamps are making it possible for divers to salvage the fortunes that have lain on the floor of King Neptune's dominion for years and years and years.

Truly, the story of Westinghouse Mazda lamps is a story of miracles.

WESTINGHOUSE LAMP COMPANY
150 Broadway, New York, N. Y.
Sales Offices and Warehouses Throughout the Country
For Canada: Canadian Westinghouse Co., Ltd., Hamilton, Canada

Westinghouse

SELL "the range

Westinghouse
Automatic
LEFT
CENTER
RIGHT
OVEN TOP
OVEN BOTTOM
LOW
MED
HIGH

W
WESTINGHOUSE ELECTRIC

Westinghouse

with the clock"

You can tell them how cool electric ranges are in summer.

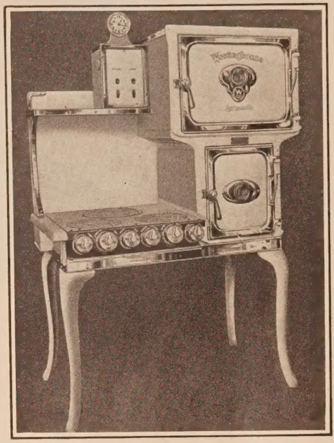
How clean they are, how quick, and how electric cooking improves the taste of food—but *automatic* electric cooking is the story that really sells ranges!

Think what it means to the woman to prepare the evening meal at noon, to place it in the oven, set the automatic clock—and then return at six to a dinner cooked while she was out.

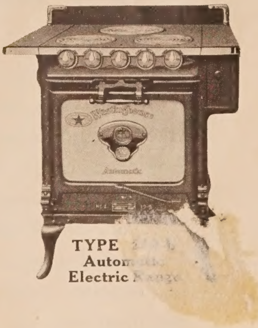
This is the big sales feature of the Westinghouse range—the feature that will sell more electric ranges for dealers this summer than ever before.

Your Westinghouse or Jobber Salesman has complete campaign plans consisting of National and newspaper advertisements, folders, attractive window displays and many other helpful suggestions to assist you in putting on a successful campaign in your territory.

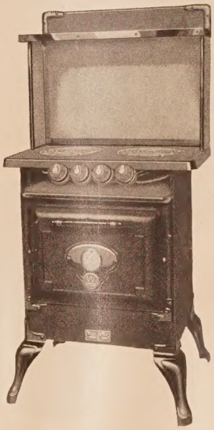
Sell "the range with the clock!"



TYPE 319-B
Automatic Electric
Range



TYPE [illegible]
Automatic
Electric Range



TYPE 515
Range

Westinghouse Electric & Manufacturing Company
Mansfield Works, Merchandising Department, Mansfield, Ohio
Sales Offices in All Principal Cities of the
United States and Foreign Countries

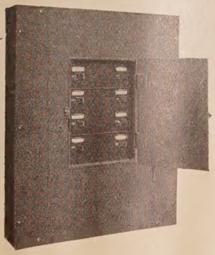
Westinghouse

Right at the start

Free specialized panel-board counsel to aid in selling your own wiring service

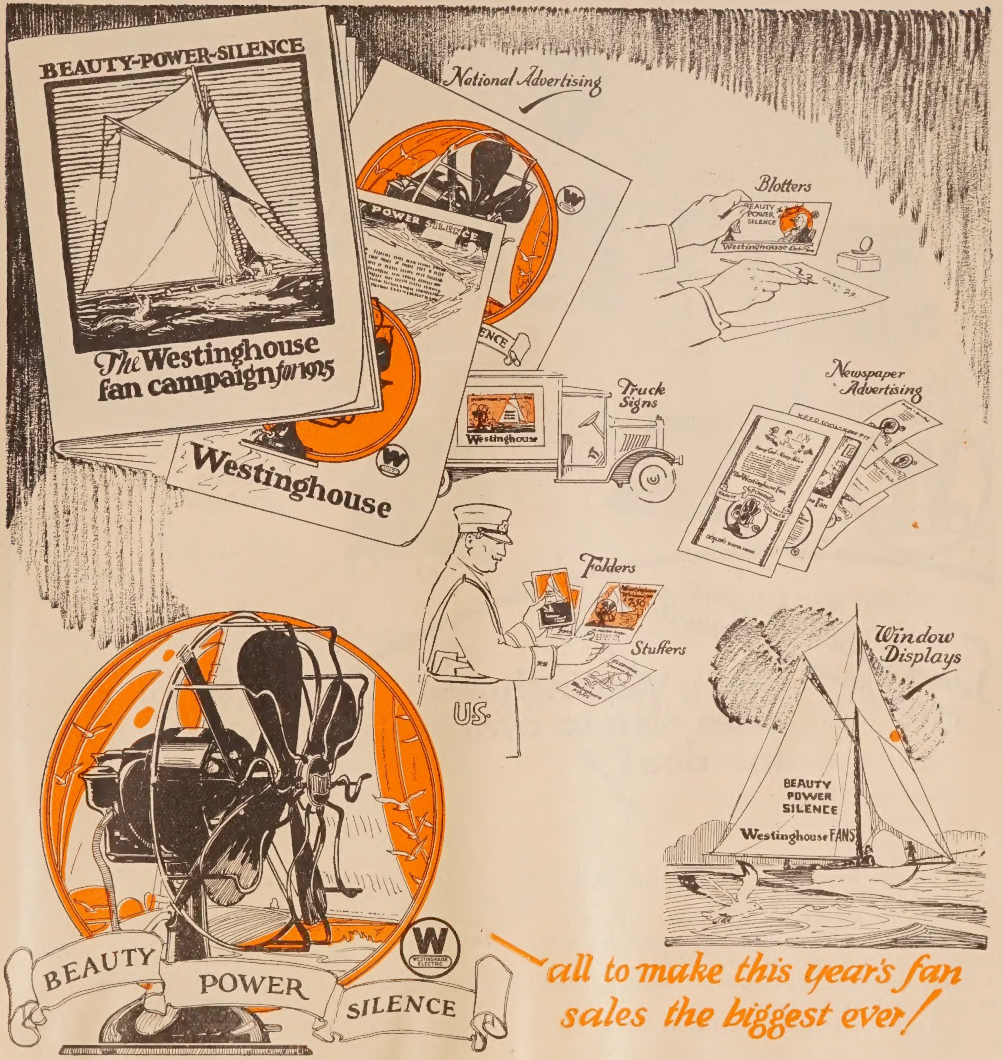
Working with you, and tying right in with your own service, as electrical contractor, the Westinghouse Panel-board Engineer helps along your "sale" by giving both you and your client the benefit of specialized up-to-the-minute information and standard specifications on all panel-board and switch-panel problems. Use this free consultation service right through from the preparation of wiring plans and contract bids to the completion of your job.

Write your nearest Westinghouse jobber or direct to the address given below for further information.



Westinghouse Electric & Manufacturing Company
East Pittsburgh, Pennsylvania
Sales Offices in All Principal Cities of the
United States and Foreign Countries

Westinghouse


BEAUTY-POWER-SILENCE
The Westinghouse fan campaign for 1925
Westinghouse
POWER SILENCE
National Advertising
Blotters
BEAUTY POWER SILENCE
Westinghouse
Truck Signs
Westinghouse
Newspaper Advertising
Folders
Stuffers
US
Window Displays
BEAUTY POWER SILENCE
Westinghouse FANS
BEAUTY
POWER
SILENCE
W
WESTINGHOUSE ELECTRIC
all to make this year's fan sales the biggest ever!

ONE of the advantages of being a Westinghouse dealer is that Westinghouse is as much a *merchandising* as a manufacturing organization.

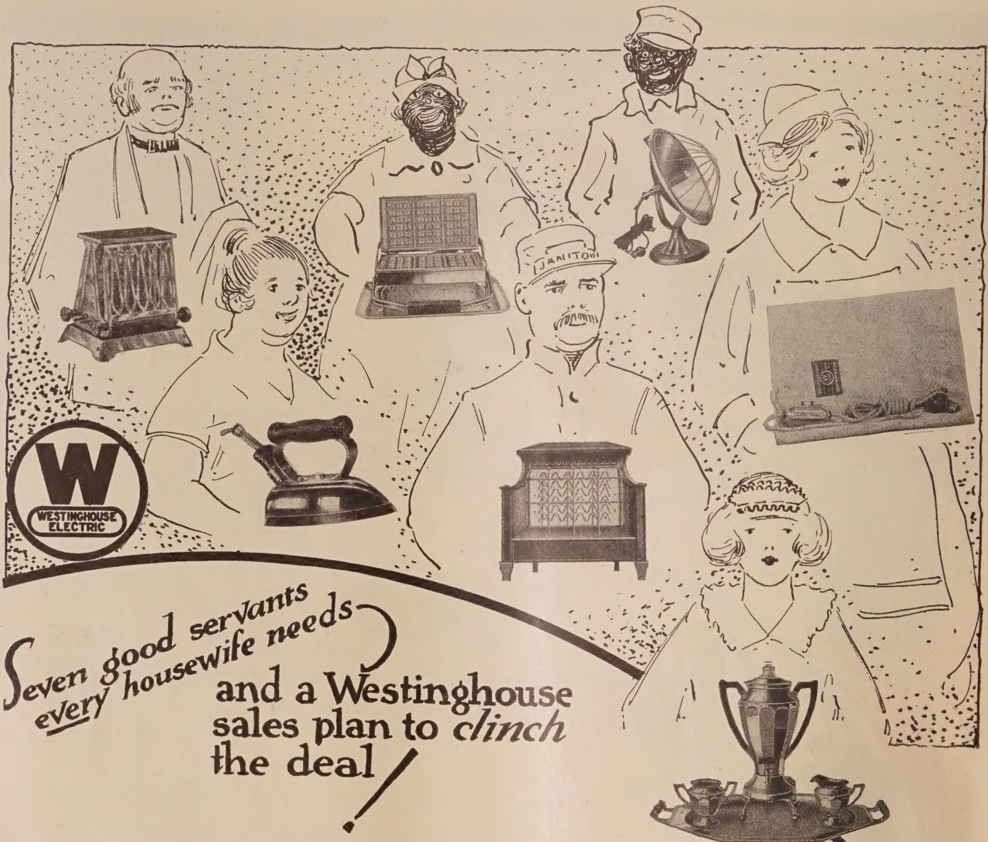
Westinghouse fans are designed to appeal to the widest possible market; they are merchandised to *sell* that market.

This year's sales promotion campaign is the broadest in scope and at the same time the most intensive ever launched.

Get the whole plan from your Westinghouse Salesman or Jobber's Salesman—or if more convenient, write us direct.

Westinghouse Electric & Manufacturing Company
Newark Works **Newark, N. J.**
Sales Offices in All Principal Cities of the United States and Foreign Countries

Westinghouse


WESTINGHOUSE ELECTRIC
JANITOR
Seven good servants every housewife needs
and a Westinghouse sales plan to *clinch* the deal!

Seven capable trustworthy Westinghouse appliances that take the dirt and drudgery out of housework, and make the housewife's daily round a pleasure!

The Waffle Iron and Turnover Toaster for quick attractive table service of tasty meals.

A dainty Percolator Set to give the "finishing touch" to dinner or supper.

A Westinghouse Iron to take the back-ache out of laundering.

Cozy Glow and Solar Glow for the occasional cool spring day when the furnace is out.

The Warming Pad for comfort in illness—it replaces the old fashioned hot brick or water bottle.

All fast selling merchandise this, with an instant appeal to every home-loving woman!

And it's backed by Westinghouse National Advertising that carries the greater home comfort message to millions of such women now planning or re-planning their homes.

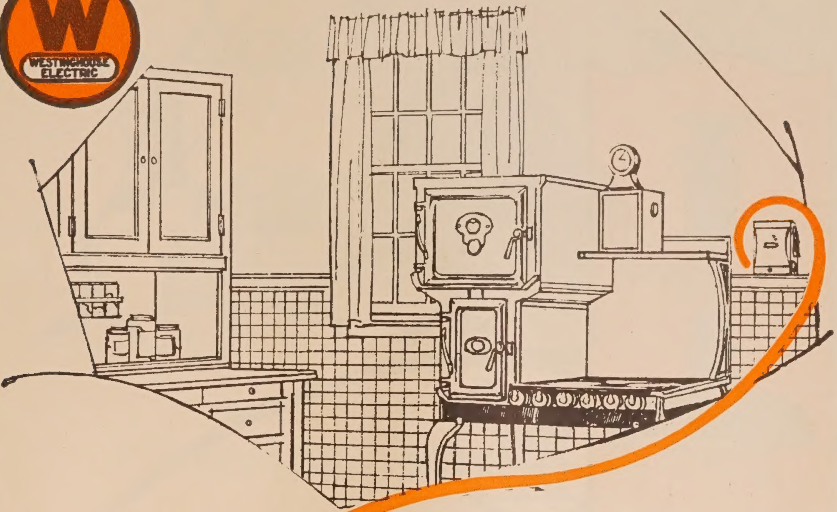
Westinghouse dealer helps, including window displays, counter displays, folders, stuffers and signs, tie your store right in with this national campaign.

Right now is the time to get in touch with your nearest Westinghouse jobber.

The housefurnishing months are here. Get going with Westinghouse Appliances.

Westinghouse Electric & Manufacturing Company
Mansfield Works, Mansfield, Ohio
Sales Offices in All Principal Cities
of the United States and Foreign Countries

Westinghouse



WESTINGHOUSE ELECTRIC

Why Westinghouse RANGE SWITCHES mean new business for you

WESTINGHOUSE Range Switches will sell—and they'll sell big, because their careful design and construction embodies the following features:—

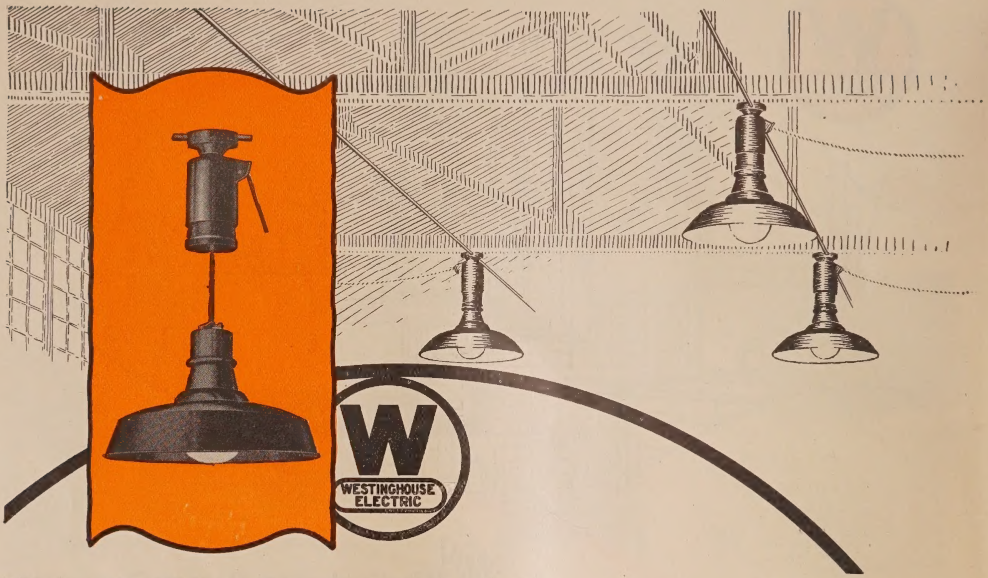
BEAUTY — Unusual beauty, particularly fitted to kitchen surroundings, is obtained with an aluminized finish. Neither grease nor dust will mar the finish — it will be just as clean and neat looking years from now.

COMPACTNESS — It is compact because it is especially designed for one service — electric ranges.

CONVENIENCE — Ample wiring space and conveniently located knockouts, permitting use of either large or small conduit connections are helpful to the electrician. The range switch is convenient for the housewife, because it is located near the range itself.

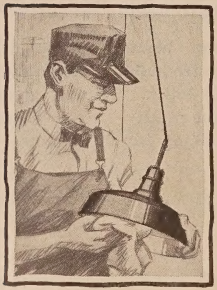
Westinghouse Electric & Manufacturing Company
Mansfield Works Mansfield, Ohio
Sales Offices in All Principal Cities of
the United States and Foreign Countries.

Westinghouse



Land Big Industrial Lighting Contracts

Through Westinghouse Sales Features that talk the language of the Industrial Executive



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EVERY feature of Westinghouse-Cutter industrial lighting equipment is a sound, practical talking point, touching on the immediate problems of your prospect.

The Westinghouse-Cutter Pulley Socket, for instance, means a new degree of efficiency and economy in shop or mill lighting, because: (1) The reflector and lamp can instantly be lowered for cleaning or re-lamping without the time, obstruction, or danger involved in using a ladder. (2) Lamp cleaner is fully protected from shock, contacts being automatically broken when lamp is lowered. (3) Easier and therefore more frequent cleaning means anywhere from 30 to 60 per cent greater average illuminating efficiency.

A Westinghouse lighting specialist is available to help in preparing your bid and plans, and to assist you and your client with up-to-the-minute, authentic information on all phases of industrial lighting.

Get in touch with your nearest Westinghouse jobber right now.

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY
GEORGE CUTTER WORKS SOUTH BEND, INDIANA
Sales Offices in all Principal Cities of the United States and Foreign Countries

Westinghouse

X 78765

"Just before the battle, mother,
I want waffles made by you."

Crisp, electrically made waffles—what rations for a young warrior before or after a fierce hockey game!

Electrical Merchandising

Vol. 33 **The Business Magazine of the Electrical Trade** No. 2

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O. H. CALDWELL, *Editor*
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M. CLEMENTS L. A. HANSEN
L. E. MOFFATT, Chicago
Editorial Staff
F. R. CLAUSS R. R. IRWIN R. M. DAVIS
H. S. KNOWLTON, Boston C. GRUNSKY, San Francisco
PAUL WOOTON, Washington, D. C.

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When a Wireman Installs an Outlet, the Industry Collects $20.60

Contractor-Dealer

$8.46

Jobber

$5.64

Manufacturer

$4.41

Power Company

(five years' period)

$12.14

MULTIPLY $20.60 by the number of wiring jobs in the country each year and you get at least twenty millions of dollars, the amount of increased revenue that would accrue to the electrical industry if contractors increased their installations *only one outlet a job.*

The income per average outlet installation over a period of five years is as follows:

	Wiring and Fittings	Appliances	Totals
Contractor-dealer	$5.50	$2.96	$8.46
Jobber	3.67	1.97	5.64
Manufacturer	2.93	1.48	4.41
Power company	....	....	12.14
Retail value of one outlet to the industry (over 5-year period)			$20.60

Electrical Merchandising
The Business Magazine of the Electrical Trade
With which are Incorporated *Electrocraft* and *Lighting Journal*
Volume 33 February, 1925 Number 2

Golden Profits in Wiring

EAST and west, north and south, new interest and attention are being focussed on wiring — wiring in itself, as one of the most profitable departments of the electrical business, and wiring as a necessity underlying the development of all other electrical branches.

The Red Seal standard of adequate wiring now being fostered by the Society for Electrical Development; the recent changes in the National Electrical Code and in the make-up of the Electrical (Code) Committee, both in directions more sympathetic with electrical progress; and the increasing activity of local bodies of electrical contractors and Electragists,—all reflect the swing of the industry's attention back upon the fundamental business of getting houses, offices, stores and factories wired.

HOW vast this wiring opportunity really is for 1925, is well shown by *Electrical Merchandising's* statistical map of electrical markets, furnished as a supplement to this issue. From the figures given, it will be noted that the houses *now reached* by electric-service lines but *still unwired*, number 4,890,063. Probably 1,200,000 of these will be wired this year,— a $200,000,000 wiring business in dwellings alone, aside from commercial and industrial jobs. And an even larger eventual field of wiring business exists in our present 12,000,000 homes nominally "wired," but actually containing only 25 to 50 per cent of adequate wiring equipment.

The great market for wiring thus outlined lies, in some part, within a step of every contractor's office and shop. It ramifies into every city and town. But its development waits upon *Selling*—selling the contractor's services. Selling, therefore, is Point One.

All of this wiring business can be taken at a good profit. For unlike those electrical branches where "list" selling prices are fixed, the contractor can figure his own price on each job, based on his costs plus a fair profit. To this end, *costs must be known*. Point Two. And, Point Three, *profits must be figured in* at the time the proposed price is being stated to the customer. Finally, as Point Four, comes the important subject of *Collections*, for no profits can be counted until the bills are paid.

Here, then, are the four principles which will build prosperous contracting businesses while getting the wiring job done:

1. Selling
2. Cost knowledge
3. Figuring in a fair profit
4. Collections

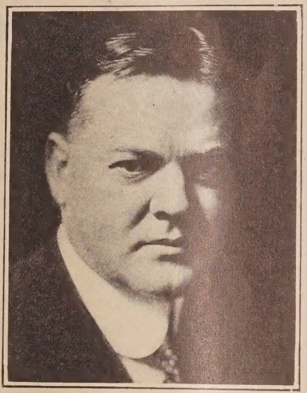
Each item is an essential link in the chain of contracting business success,—a link no less important than competent electrical skill to perform good work and give the customer what he wants and to show him what he needs.

BUILDING soundly on these four business fundamentals, as well as wiring ability, the individual contractor's prosperity will be extended on to jobber and manufacturer in new degree. Through these four principles, oughly learned and applied during 1925, all can share in the Golden Profits in Wiring.

Eliminating Distribution Wastes

Conditions and Practices Which Saddle Unnecessary Costs on Trade Outlined Before National Distribution Conference at Washington, Jan. 14

By HERBERT HOOVER
Secretary of Commerce



THE outstanding problem of our distribution system can be easily summarized in one question.

Can we reduce the margin between our farmer and manufacturing producers on one side, and our consumers on the other?

I am convinced that we can. I believe that it can be done without reduction of wages or legitimate profits. I believe that in doing so we can make the greatest contribution to the improvement of the position of our farmers and that we can make a contribution to lowered cost of living. I believe it can be done by voluntary co-operation in industry and commerce without governmental regulation. It can be expedited by an extension of the friendly assistance of the government agencies in organization and information.

These possibilities lie in the elimination of waste. I have hesitated to make so general a pronouncement until I felt that we could clearly demonstrate not only the existence of such great wastes but also demonstrate from actual experience the practicability of their elimination and the method of doing it.

Economic Wastes

The area of undue profits in the margin has been pretty well eliminated in the past two years. During the period of inflation and deflation there were both undue profits and undue losses both equally a burden upon the producer and consumer. But with the gradual stabilization in prices the processes of competition have attended to this job. * * *

I wish at once to make it clear that in speaking of waste, I do not mean waste in the sense of willful waste, but economic waste, which is the natural outgrowth of a competitive system. I do not mean the waste that any single individual can correct by his own initiative, but the waste that can only find remedy in collective action. Nor are the wastes to which I refer to be corrected by any extension of the Ten Commandments, or by any legislative extension thereof. You cannot catch an economic force with a policeman.

The kinds of waste that cause costly losses may be roughly catalogued as follows:

1. Waste from the speculation, relaxation of effort and extravagance of booms with the infinite waste from unemployment and bankruptcy which comes with the inevitable slump.
2. Wastes from excessive seasonal character of production and distribution.
3. Waste caused through lack of information as to national stocks, of production and consumption with its attendant risk and speculation.
4. Waste from lack of standards of quality and grades.
5. Waste from unnecessary multiplication of terms, sizes, varieties.
6. Waste from the lack of uniformity of business practices in terms and documents, with resultant misunderstandings, frauds and disputes.
7. Wastes due to deterioration of commodities.
8. Waste due to inadequate transportation and terminals, to inefficient loading and shipping and unnecessary haulage.
9. Waste due to disorderly marketing, particularly of perishables, with its attendant gluts and famines.
10. Waste due to too many links in the distribution chain and too many chains in the system.
11. Waste due to bad credits.
12. Waste due to destructive competition of people who are in fact exhausting their capital through little understanding of the fundamentals of business in which they are engaged.
13. Waste due to enormous expenditure of effort and money in advertising and sales promotion effort, without adequate basic information on which to base sales promotion.
14. Waste due to unfair practices of a small minority.
15. A multitude of wastes in use of materials, in unnecessary fire destruction, in traffic accidents and many other directions.

These wastes are not the small change of industry and commerce. There is scarcely a step in this accomplishment of squeezing out waste which does not interpret itself in millions of dollars of annual saving. * * * I am disposed to agree with a recent report of the Engineering Council that they amount in many lines to 25 or 30 per cent of the cost paid by the consumer or producer of raw materials.

Business Could Not Succeed Without Statistics

It is a truism to say that no individual business enterprise could succeed or be conducted without waste if it does not know accurately its stocks, the volume of output or sales, the rate of stock turnover, or its orders, or the prices, assets and liabilities and the relation of these to previous periods. Neither can the business of a trade, as a whole, or the nation itself, function efficiently unless it knows these very things.

Statistics are a counterpoise to

"psychology" in business—an anchor of basic facts to tie to.

The fact is that the greatest waste of all our economic systems is the periodic inflationary boom and its consequent ensuing slump with all their speculation, unemployment and extravagance, for without boom there is no slump. The correction of this waste lies in the prevention of booms. No sensible business man wants either boom or slump. He wants stability. Our working folk should dread a boom above all things because it means an afterclap of unemployment and misery. * * * Stability or instability in production and distribution is largely the result of the collective judgment of the trades. They cannot form a right judgment unless they know the facts as to their own business and as to the trade as a whole. Furthermore they must also know the probable trend of business in general as indicated by the movement in other trades.

Information Is Best Protection

The best protection against booms is that every business man shall have the information so that he may realize from the shifts in credit, from the movements in stocks, of production and consumption, that the economic balance wheel is moving too fast and if every man then safeguards against danger disaster never comes.

So the first and foremost thing is to have such facts broadcast so as to give to every man that sound basis upon which his own judgment can re-act. Solemn statistics are the greatest preventative of speculation and profiteering ever invented.

OWEN D. YOUNG

Chairman of Committee on Census of Retail Distribution, appointed by Secretary Hoover following the Washington National Distribution Conference in January. Mr. Young is known to the world-at-large as having had a large part in drafting up the famous Dawes Committee Plan for the economic rehabilitation of Germany. His name is most familiar to electrical men, however, as chairman of the boards of both the General Electric Company, and the Radio Corporation of America.

The government can do much in collection and distribution of statistical information. Indeed the Department of Commerce has greatly improved and expanded these services in the last three years. No other nation provides so complete a service today.

There is a phase of statistical service that has not been fully studied or fully explored, to which I trust this meeting will give thought. We are almost wholly lacking in the basic data as to distribution. We know our production in most important lines of activity. We know a great deal about stocks of commodities in the hands of producers. We know very little as to stocks in the hands of consumers, the area of distribution in any commodity. If we had a census of distribution I am convinced that this information would automatically eliminate a great amount of waste in the whole distribution machinery. High pressure selling and marketing expenditure in unprofitable areas is a national waste. We do not know where these areas are today.

Next to statistics as a power to elminate waste, come standards.

In order to have standards we must have methods of test by which the fidelity to these standards can be determined. We must have a definition of terms which we apply to these standards. We must have a formulation of specifications to express these terms. Here we enter upon involved problems of chemistry and physics and trade practice and public need and legal implications of the widest character.

There are processes of wasteful competition which are entirely outside of legal interpretation of unfair competition. They rise chiefly from ignorance of efficient methods of conducting business and they impregnate our whole system of distribution from top to bottom.

Few people who have examined our distributive methods will deny that a minor element of our retail traders are so ignorant of the primus of accounting that they unconsciously deplete their capital to the point of exhaustion before they cease operations. It is also generally apparent that such people are dangerous competitors, who undermine the whole scheme of fair competition and thus do far more damage than their numbers might imply. These men are sure to result eventually in failures with a consequent waste of capital, which is reflected in higher costs to the consumer. It is not in the interest of the public to have so many units in any trade that they can not all operate efficiently at a living wage; it means a vast duplication and in the end imposes charges on the ultimate purchaser.

Education Is the Remedy

The only remedy that I know is education. For some time the Department of Commerce has been attacking this problem with the aim of spreading among this section of the business public a better knowledge of what constitutes efficient trade practices. An indication of the interest evidenced by the public is seen in a demand for over 55,000 copies of the first bulletin* issued. Comprehensive plans are being laid and followed by the Department to collect and disseminate knowledge of best merchandising practices in many trades. Requests from many branches of commerce to aid in solving specific problems have fairly deluged this organization of the Department. I cite this fact particularly, as the methods being applied are those of scientific analysis and treatment which I have just recommended.

FRED M. FEIKER

The vice-chairman of Mr. Hoover's committee which will undertake a census of all retail outlets in the United States. Mr. Feiker will thus actively organize the first broad-scale attempt ever made to enumerate and classify dealers of all kinds, stocks carried, annual sales, markets, etc. Mr. Feiker is an operating vice-president of the Society for Electrical Development. He was formerly vice-president of the McGraw-Hill Company, and was the first editor of *Electrical Merchandising*.

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*"Budgetary Control," prepared under supervision of L. A. Hansen, now associate editor of *Electrical Merchandising*.

Getting the Most for Advertising Money in Omaha

How F. E. Parkins of the Nebraska Power Company, Omaha, Uses Newspaper Space and Window Decoration to Seize Public Attention and Make Them Talk About Electrical Necessities

EVERY merchant, large and small, has the same kind of selling tools. Aside from an outside sales force which he may or may not have he has at his disposal display windows, a store room and newspaper space.

The profitable use of these selling tools depends on the man who is using them.

The largest company with the finest windows and an immense advertising appropriation will not create as much public interest nor get as much attention for store and merchandise as the merchant with a more modest appropriation and fewer windows if the latter shows a greater ingenuity.

The repetition of these truisms is to introduce an electrical merchandiser whose windows, store display and advertisements are watched, visited and talked about by the buying public of his city—Frank E. Parkins of the Nebraska Power Company, Omaha, who is greatly responsible for the large store sales made at a relatively low sales expense. Net sales for 1923 were $374,000 of which two-thirds were made in the store.

Throwing a Bomb Into Electrical Advertising

Getting people into warm discussions over the subjects presented is an effective means used by the Nebraska Power Company, Omaha, to make the most out of its newspaper advertising. An illustrated advertisement headed, "Are you working for your husband's second wife?" was one piece of TNT used by the company.

Because Parkins' window and store displays and newspaper advertising are planned to further the electrical idea as well as to sell merchandise for the Nebraska Power Company, much business is created that goes to the contractor-dealer. This is evident from the fact that few cities anywhere have in proportion to size, more or better electrical dealers' stores than Omaha.

A newspaper advertisement reproduced with this article created more talk in Omaha than any news story printed there in months. Headed, "Are You Working for Your Husband's Second Wife?" it was a brutally frank talk to the housewife who does her work by old fashioned non-electrical methods.

This piece of advertising TNT appeared in the morning papers on October 15 and by noon nearly every one in town was talking about it. The Lions' Club and the Press Club which had their weekly luncheons on that day both made the ad the basis of discussion. A woman's club meeting that afternoon used this ad as a text for a discussion which we may assume was a lively one.

Hitting Close to Home

People called up the Nebraska Power Company to comment on the ad. One woman, in tears, got Mr. Parkins on the wire to assure him that the second wife's lot was no easier than the first.

This ad succeeded in making people talk. All the talk had driven further home the fact that home work can be done and should be done electrically.

The man who said, "Silence is golden," did not live in the twentieth century. Whether it is a show or a movie star or a baseball team or an electrical store, when the public talks about it the talk is golden. Mr. Parkins plans his window displays as well as his advertising so that the Omaha public talks about them.

Window shopping at night has be-

Store decorations help sell merchandise. The Nebraska Power Company plans store display decorations as carefully as window trims and newspaper advertising. It also believes in showing plenty of merchandise for people to see and desire.

come a habit. If in any town the public does not drive downtown at night to park the car and take a walk around to see the windows, the merchants are overlooking one of their best bets. Now the problem for the merchant is to keep his windows continually new and novel in order to maintain this public interest.

This is not so hard with the store dealing in style merchandise. Styles change and women want to see the new ones. But with the electrical store there is not the opportunity to recapitalize on style interest. Electrical merchandise is staple and while it lends itself easily to attractive display it is not so easy to make displays that will be novel.

Mr. Parkins has solved this problem most happily by the use of accessories and backgrounds that add interest, attract the shopper and center attention on one electrical appliance.

Tie Up Window with National and Civic Events

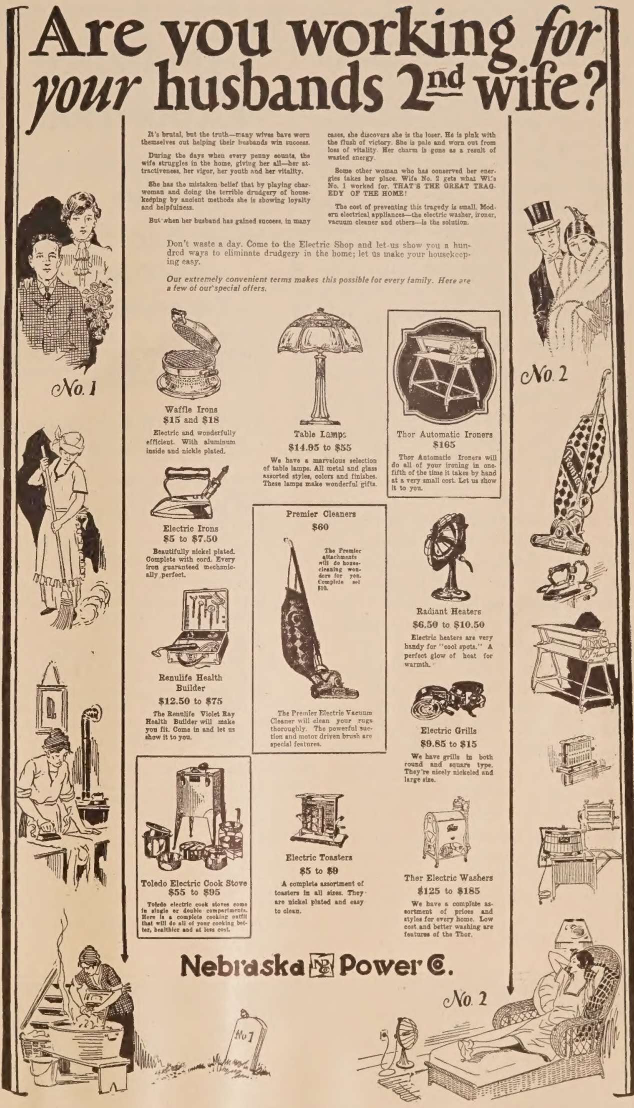
These windows also gain effectiveness by being tied in usually with some national and civic events such as "paint up and clean up" week, national holidays, Armistice Day, or some special campaign the Nebraska Power Company is staging.

The windows illustrated show this clearly. Now anyone might glance at these pictures and comment "But that is too expensive and too much trouble for my store. Besides there is no one in my town who can paint up this kind of thing." That's wrong. These windows are not expensive, they can be used more than once and the man who can paint them is probably right around the corner.

It takes a little time and some thought and planning. That is the biggest part of it.

A radio window with a freight car and the two hoboes cost $20. A vacuum cleaner window cost $28. A washer window and store decorations to match cost somewhat more than $28.

Mr. Parkins plans these windows and they are carried out in compo board by a local sign painter. A compo board freight car was used for a radio window and also for an Armistice Day window with the words chalked on it: 40 hommes, 8 chevaux, and some figures of American soldiers and a flag hung over the car door. This change cost $5.


No. 1
No. 2
No 1
No. 2
Thor

Are you working *for your* husbands 2nd wife?

It's brutal, but the truth—many wives have worn themselves out helping their husbands win success.

During the days when every penny counts, the wife struggles in the home, giving her all—her attractiveness, her vigor, her youth and her vitality.

She has the mistaken belief that by playing charwoman and doing the terrible drudgery of housekeeping by ancient methods she is showing loyalty and helpfulness.

But when her husband has gained success, in many cases, she discovers she is the loser. He is pink with the flush of victory. She is pale and worn out from loss of vitality. Her charm is gone as a result of wasted energy.

Some other woman who has conserved her energies takes her place. Wife No. 2 gets what Wife No. 1 worked for. THAT'S THE GREAT TRAGEDY OF THE HOME!

The cost of preventing this tragedy is small. Modern electrical appliances—the electric washer, ironer, vacuum cleaner and others—is the solution.

Don't waste a day. Come to the Electric Shop and let us show you a hundred ways to eliminate drudgery in the home; let us make your housekeeping easy.

Our extremely convenient terms makes this possible for every family. Here are a few of our special offers.

Waffle Irons
$15 and $18
Electric and wonderfully efficient. With aluminum inside and nickle plated.

Table Lamps
$14.95 to $55
We have a marvelous selection of table lamps. All metal and glass assorted styles, colors and finishes. These lamps make wonderful gifts.

Thor Automatic Ironers
$165
Thor Automatic Ironers will do all of your ironing in one-fifth of the time it takes by hand at a very small cost. Let us show it to you.

Electric Irons
$5 to $7.50
Beautifully nickel plated. Complete with cord. Every iron guaranteed mechanically perfect.

Premier Cleaners
$60
The Premier attachments will do housecleaning wonders for you. Complete set $10.
The Premier Electric Vacuum Cleaner will clean your rugs thoroughly. The powerful suction and motor driven brush are special features.

Radiant Heaters
$6.50 to $10.50
Electric heaters are very handy for "cool spots." A perfect glow of heat for warmth.

Renulife Health Builder
$12.50 to $75
The Renulife Violet Ray Health Builder will make you fit. Come in and let us show it to you.

Electric Grills
$9.85 to $15
We have grills in both round and square type. They're nicely nickeled and large size.

Toledo Electric Cook Stove
$55 to $95
Toledo electric cook stoves come in single or double compartments. Here is a complete cooking outfit that will do all of your cooking better, healthier and at less cost.

Electric Toasters
$5 to $9
A complete assortment of toasters in all sizes. They are nickel plated and easy to clean.

Thor Electric Washers
$125 to $185
We have a complete assortment of prices and styles for every home. Low cost and better washing are features of the Thor.

Nebraska Power Co.

This newspaper advertisement six columns wide and full page length hit Omaha between the eyes one morning. Before night it had been discussed in three clubs and at ninety per cent of Omaha dinner tables. When advertising does that—it's good.

A vacuum cleaner window which linked up with "paint up and clean up" week sold cleaners. The big cleaner was twelve feet long and the brush was made from a pole with pieces of rope stuck into it. This was operated by a belt in the center, which ran to a 1-hp. motor under the name plate. In all these windows a spotlight centers on the appliance.

The washer window illustrated was used several times with various makes of washers. The window decorations often matched the store decorations. The cost for the painted decorations, hangings, artificial flowers, Chinese lanterns, etc., was $275. The Chinese joss in the window was painted and the large Chinese vase was borrowed from a department store.

Although window and store decorations are both elaborate and effective the yearly cost is not great. The total allowance for advertising and display is 5 per cent of the net sales which for 1923 were about $18,500. This cost covers billboard advertising and a service which links up dealers' advertising with that of the power company.

This service consists of mats for newspaper use, posters, and stickers for auto windshields furnished to 50 dealers. This dealer advertising cooperation is a part of a selling policy which works for the dealers.

Sell Wiring Jobs for Contractors

The Nebraska Power Company maintains two outside salesmen who do nothing but canvass for old housewiring jobs. The power company takes the contract at fixed prices for both wiring and fixtures. The wiring jobs are divided among the contractors who wish to participate and the fixtures among the contractor-dealers who handle fixtures. When this work is done on a time-payment basis the power company pays the contractor cash and carries the account.

In 1923 there were 2,300 old-house wiring contracts placed with the power company and approximately 1,800 in 1924. The wiring salesmen also sell additional convenience outlets in those houses already wired.

The regular price for a convenience outlet is $8, although, of course, some conditions necessitate a somewhat higher price. But it is an interesting fact that in Omaha, a large number of convenience outlets are sold, as it were, over the counter.

Appliance
Exposition

Nov. 17 to Dec. 6

At Our

Electric Shop

15th and Farnam Sts.

You Are Welcome

Practical uses of electrical appliances and the latest electrical products of modern inventive genius will be demonstrated.

Special Exhibitions and Displays Every Day

New methods of using electricity to help you in solving your household problems will be displayed every day.

Many New Appliances

Have you seen the latest and improved electrical appliances? There are many of them.

Personal Demonstrations

Expert demonstrators, direct from the centers of production, will conduct practical demonstrations and will discuss your household problems with you.

Instead of an ordinary holiday display the Nebraska Power Company holds an appliance exposition. The salesroom is turned into an Electric Show which greatly increases sales.

The Nebraska Power Company has found that it can stimulate holiday buying to new high levels by turning the main show room into an appliance exposition.

A
COPPER
WASHER
for a
SILVER
DOLLAR
MARCH ONLY
A COPPER
WASHER
SILVER DOLLAR
1 DOWN

This window tied in with a washer campaign. The pagoda and joss which serves as a stage were painted on compo board. Two spot lights made the washer visible for blocks. The Chinese effect gave the window a distinctive tone.

For three weeks at the beginning of the holiday buying season, booths are arranged for a comprehensive display of appliances. Many factories send demonstrators for this period to aid the power company's sales people.

This exposition idea first was tried in 1923. The result was a marked increase in sales over the preceding year. December sales in 1922 were $46,000. In 1923, the year of the first Appliance Exposition, December sales were $57,000. During the second Appliance Exposition in 1924 sales (estimated) were $65,000.

Toronto Now Has "Red Seal" Standard for Stores

Specifications for a "Red Seal" standard for stores have been approved by the board of directors of the Toronto Electric Service League.

The specifications, effective January 1, are as follows:

Windows—Outlets to be spaced not more than 14 inches (12 inches preferably) apart, and set 10 inches from glass. Outlets to be 150-watt capacity, 15 amp. per circuit.

Interior—Outlets spaced not more than 10 feet apart in one or more rows. When store is 14 feet wide, or wider, two rows or more. Distance between rows to be not less than 8 feet in stores with two rows only. Larger areas, outlets 10 feet apart, either way. Outlets 150-watt capacity.

Convenience outlets—One duplex for each window, and one outlet for each 20 feet of baseboard.

Service—25 per cent extra capacity over connected load.

Recommendation—Two switches per circuit.

The specifications were drawn up originally by a group of lighting men including Frank Groome, Holophane Glass Works; H. H. Gardiner, Masco Company; Alfred Harper, Canadian General Electric Company, and I. D. Smith, Toronto Hydro Electric Power Commission, in consultation with several contractors who specialize in store wiring.

The board of directors of the league approved the specifications as drawn up with a few slight changes. The specifications went into effect the first of the year.

Now that the "Red Seal" home idea has been tested and proved in Toronto, the electrical men in that city are launching a similar campaign to increase store lighting.

How Duncan Figures Wiring Prices "On the Spot"

Spokane Contractor Increases the Size of His Jobs by Selling Wiring on the Unit Plan—He Does This by Means of a Printed Form Which Provides for All Necessary Information

Boosting Size of a Wiring Job by a Prompt Estimate

Just as a tailor promptly tells a customer the cost of a new suit, Proprietor Duncan of the Duncan Electric Company, Spokane, Wash., tells a customer the cost of a wiring job right on the spot. Mr. Duncan has worked out a series of unit prices for outlets of different types in a standard sized house which enable him to talk figures with the home builder at once.

By giving figures promptly he has an opportunity to suggest additional installations which mean more comfort for the customer and more profit for him.

THE tailor who makes suits for his patrons gives the customer a price on the finished product during the first interview. He knows from experience just about how much time and material will go into the suit. If unusual dimensions call for an extraordinary amount of either, he can tell at a glance about how much he should add to his regular price. Why should not the man who wires a home be able to figure the costs of his job in the same way?

He can, according to Proprietor Duncan of the Duncan Electric Company, Spokane, Wash.,—and he should. The man who comes to inquire about the cost of wiring his home prefers to talk business *on the spot*.

If the contractor must wait until he has taken all measurements of the house, has worked over blue prints and has figured out materials in detail, he probably has lost the chance of talking to the owner in reference to increasing the number of outlets installed. He cannot very well make his point while the owner is still uncertain as to price—and later the opportunity has passed. Nine chances out of ten his bid is submitted by mail.

Unit Prices Enable Him to Talk Figures at Once

Mr. Duncan has worked out a series of unit prices for outlets of different types in a standard sized house which enable him to talk figures with the home builder at once. He has a printed form which is at his pencil's point as he talks. On this he notes the exact nature of the job, whether the house is old or new, of what material it is being constructed, the number of stories, its dimensions, the height of the ceiling and other particulars of this kind.

By this, he can tell at a glance whether or not the wiring required is greater than that of the average house upon which the unit figures are based. If there is a foot or two more to be reckoned with, one or two per cent is added to the figures used. This system has been worked out carefully on the basis of several years' experience in house wiring work. Mr. Duncan not only knows how much labor and materials go into the usual job but also just what should be allowed proportionately for every foot increase in wiring.

The question of the number of outlets for each room is now presented. The form has the proper columns and blanks in which to record this information. Here is where the opportunity is offered to extend the job. With the unit prices at hand, the owner can consider intelligently just how many outlets his purse can stand.

The cost of wiring is usually so small as compared with the cost of the rest of the house that the price is seldom a serious deterrent. It is rather the fear of what extra outlets will cost before this cost is known. The back of the blank which has been folded over during the conversation into a shape convenient for the pocket, lists suggestions for wiring a modern home. These make good talking points and the list of appliances, which he is likely to want to use in each room, often suggests to the owner the need of an additional outlet.

List of Appliances Sells More Outlets

These suggestions are as follows:

Suggestions for wiring a modern home—Install correct wiring when you build. It is better to install too many outlets than too few.

For Illumination Only—Ceiling and bracket outlet controlled by switches. Closet outlet operated by opening and closing the door. Master or burglar switch at the head of your bed. Three-way switches, lights controlled from two or more points. Street number illuminated.

For Appliances Only—Front porch or terrace. Tea wagon, electric fan, electric bell.

Reception hall—Portable lamp, vacuum cleaner, telephone.

Living Room—Piano, floor, table and mantel lamps, tea wagon, heater, log, vacuum cleaner, radio, player piano.

Dining Room—Serving table, fan, heater, buzzer, in floor for table appliances.

Bedrooms—Heater or vacuum cleaner, reading lamp, heating pad, sewing machine, curling iron, bell, telephone, master switch, automatic closet switches.

Bathrooms—Air heater, water heater, hair dryer, curling iron, etc.

Breakfast Nook—Toaster, percolator, heater, etc.

Kitchen—Range, water heater, dishwasher, ironing, cooking appliances, bells.

Rear Porch—Meter and fuse cabinet, washing machines, switch for garage, bell ringing transformer—no more batteries.

Laundry—Washing machine, ironing, wash boilers, etc.

Garage—Portable light, bench motor and compressor, heater for winter.

Before the customer has left, the entire wiring installation is decided upon, the price fixed, and the job definitely awarded. Time has been saved on both sides—and the plans probably include several outlets which would not otherwise have been included.

This form is made out in triplicate, one being given the owner, one kept on file and the other given to the workman who goes out on the job. A space is provided for a report from the wireman on exactly what he has put in and just what additional material is needed on the job. The store department therefore knows just what kind of receptacle, what type of switches, etc. to send from stock and much time is saved through not having to return to exchange material.

Record of Time and Material Kept as Job Progresses

Accurate records are kept of each job as it is under way. Time slips turned in by the men are entered in the folder for each job. Material slips also are placed in this folder after being costed. Folders for all work under way are kept in a portable file, making it easy to determine the exact status of each job.

At the beginning of each day, Mr. Duncan opens the vault, reviews his cash on hand and balance in the bank, and checks over yesterday's business as revealed by the contents of each job folder. He therefore knows just where he stands and how the events of the forthcoming day are best to be met.

Inasmuch as the price charged for the work is entered on the estimate slip which is filed in the same folder, it is possible to tell just how the estimate is working out. No possibility of loss remains. The only item which does not appear in these figures is the overhead, which is already known in advance.

Advantage of System Is Simplicity —Creates Confidence

The great advantage of the entire system is its simplicity. No complicated books are necessary—in fact no actual entries are made for any job until it is complete. The complete record is available at all times for immediate inspection and chances of error are eliminated.

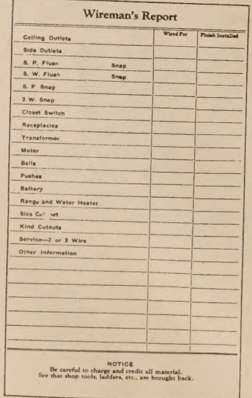
The customer in the meantime feels that he is dealing with a "one-price" man. He has seen his job worked out from his own figures as he stood by and he is satisfied with the cost of the work. Which means that when he has another job he brings it to Mr. Duncan.

Calling Builders' Attention to Electrical Equipment

To call attention to the advantages of up-to-date illumination in office buildings, the Kansas City Electric Club recently circularized 322 architects, builders, construction companies, general contractors and real estate firms with a letter which read, in part:

> No doubt you realize the value and importance of good illumination in your planning of, and contact with, homes and buildings, but it usually takes a specific outstanding example to bring the message of good illumination to us in a way that makes it "set" for years to come.
>
> Such an example is the new Kansas City Life Insurance Building at Thirty-fourth and Broadway. Here is one of the best lighting jobs in the city.
>
> The moonlight effect on the front columns is a rare illustration of colored flood-lighting and the right effect was secured only after several nights of careful experimentation. Only fourteen projectors are used, each containing a 250-watt lamp which throws its rays through a pale blue heat-resisting lens.
>
> The interior is a splendid example of adequate and well-diffused illumination with a total absence of glare and shadows. Careful calculations were made in determining the amount of light required in each outlet throughout the building.
>
> Here are a few interesting features: 544 ceiling light outlets with some designed for 3,300 watts each; 235 wall switches for independent control of lights or small groups of lights; 235 convenience outlets (base receptacles), many being duplex, to provide for desk lights, fans, etc.; special vacuum cleaner outlets which will not receive the standard plugs used for other outlets; all cooking in the third floor kitchen done by electricity; provision made for future extension of wiring to certain points outside for illumination of the grounds and shrubbery.
>
> It may well be worth your time to visit the building and look over the illumination and electrical installation.

By circularizing architects, builders, contractors and real estate firms, the Kansas City Electric Club went right to the men who have the greatest influence as the type and extent of electrical installations in buildings. By taking a prominent office building as an actual example of a completely equipped electrical building, the club produced a situation that approximated an exhibit of an "Office Building Electrical." Which leads to the thought, Why not exhibit an "Office Building Electrical" in every city?

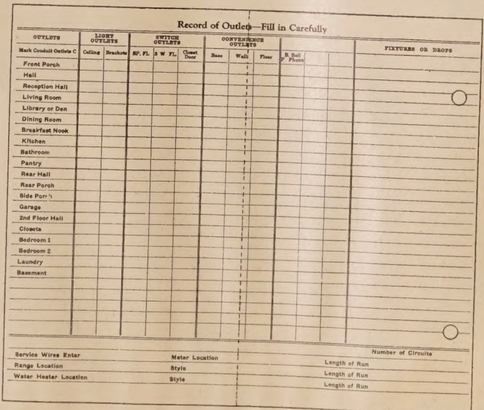


Wireman's Report

	Wired For	Finish Installed
Ceiling Outlets		
Side Outlets		
S. P. Flush Snap		
S. W. Flush Snap		
S. P Snap		
3 W. Snap		
Closet Switch		
Receptacles		
Transformer		
Motor		
Bells		
Pushes		
Battery		
Range and Water Heater		
Size Cu[illegible]et		
Kind Cutouts		
Service—2 or 3 Wire		
Other Information		

NOTICE
Be careful to charge and credit all material.
See that shop tools, ladders, etc., are brought back.

All necessary details of the installation are entered on this blank. This enables Mr. Duncan to figure how the job will compare in material required with the average and whether an additional one or two per cent should be added to the unit prices.

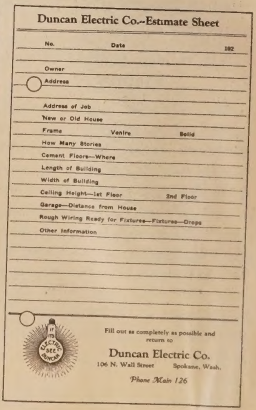


Record of Outlets—Fill in Carefully

OUTLETS	LIGHT OUTLETS		SWITCH OUTLETS			CONVENIENCE OUTLETS						FIXTURES OR DROPS
Mark Conduit Outlets C	Ceiling	Brackets	SP. FL.	3 W FL.	Closet Door	Base	Wall	Floor	B. Bell P. Phone			
Front Porch												
Hall												
Reception Hall												
Living Room												
Library or Den												
Dining Room												
Breakfast Nook												
Kitchen												
Bathroom												
Pantry												
Rear Hall												
Rear Porch												
Side Porch												
Garage												
2nd Floor Hall												
Closets												
Bedroom 1												
Bedroom 2												
Laundry												
Basement												

Service Wires Enter Meter Location
Range Location Style
Water Heater Location Style
Number of Circuits
Length of Run
Length of Run
Length of Run

As Mr. Duncan enters the number of outlets for each room he has an opportunity to point out the need for more extensive wiring than the owner had originally planned, and when all the information has been entered, he has a summary of the whole job.



Duncan Electric Co.--Estimate Sheet

No. Date 192
Owner
Address
Address of Job
New or Old House
Frame Venire Solid
How Many Stories
Cement Floors—Where
Length of Building
Width of Building
Ceiling Height—1st Floor 2nd Floor
Garage—Distance from House
Rough Wiring Ready for Fixtures—Fixtures—Drops
Other Information

If its Electric See Duncan

Fill out as completely as possible and return to

Duncan Electric Co.
106 N. Wall Street Spokane, Wash.
Phone Main 126

On the back of the pink slip which goes to the wireman is space on which are to be entered the accurate record of the work done and the exact materials still required. This obviates delays due to error in sending the wrong materials.

The New Spirit of the Credit Man

The Purpose Now Is to Keep the Customer in Financial Health—How J. S. Thomas, the Elliott Lewis Credit Man, Is Helping Contractor-Dealers to Prosper

By W. E. BAYARD

THE popular conception of a credit man is this—a frowning chap with the manners of a sour street-car conductor and the general disposition of a quince. He is supposed to lay awake at night scheming with devilish delight how he is going to jump on the neck of some poor contractor at 9:30 next morning. Apparently his favorite indoor exercise is squeezing the gizzards and wringing the hearts of discouraged customers who are experiencing a bit of hard luck—of course through no fault of their own.

Well, in the words of the prophet—this is the bunk! There are some credit managers of course, who are so used to putting pressure on collections that they forget that behind every account is a human being and they neglect to be sympathetic or even polite. They fail to pay due regard to the difference between a customer who is really up against it and needs help and another chap who is trying to sidestep his debts. But times have changed in the credit field since father was a lad, just as they have in the selling end. There is more humanity in the relations between the seller and buyer today. The mutuality of interest is more fully recognized.

Prevention Is Better than a Cure

Men have begun to realize that delinquency is just a sympton of economic illness and that the best way to make collections is, first, to be careful about extending credit. but even more than this, to keep a friendly contact with the customer and give him guidance that will keep him sound financially. Like the proverbial Chinese physician, the modern credit man is supposed to keep the patient well. It is up to him to prevent the customer from getting into financial difficulties by watching constantly for danger signals and being on the alert to go to any customer who seems to be skidding into money troubles and help him straighten out his finances and climb up on his feet.

To take a good example and make it more definite let's consider a case in Philadelphia—J. S. Thomas is credit manager there for the Elliott Lewis Electrical Company, the well-known jobber. Thomas says that the greatest enemy of the electrical business is the man who will not make a statement of his financial condition, because he is the man whom you can't help. His work therefore is directed toward making a contact with the customers of his house who will establish a friendly basis of understanding between them.

A Partnership

The sales department is busy day by day selling the customer the idea that Elliott Lewis has the goods and is ready to give good service in delivery. Thomas is no less busy selling them another idea—that Elliott Lewis and the smallest contractor who buys from them are in a practical partnership in which they must be frank with each other and helpful in any way that is mutually advantageous.

Mr. Thomas is trying to convert three kinds of contractor-dealers. They are

1. Those who are in trouble and won't tell,

2. Those who are in no immediate danger, but have weak statements and are afraid to show them for fear it will hurt their credit, and

3. Those who have no statements and don't know how they stand.

He is trying to convert them to belief in the good heart and good intent of the credit man so that if any one of them becomes financially ill he will call in a credit doctor and let him help.

The most important thing of all is that each party to the partnership should keep well so that he can do his part of the work. That means that Elliott Lewis must keep their stock up ready to deliver whatever the customer wants. And by the same token the contractor must keep his bank account and his profit up so he can deliver the money that he owes promptly to his jobber.

What Happened to the Man Who Told Too Late

Here's where the trouble comes—the average individual doesn't want to admit that he is not well and strong physically. He is even more sensitive as to his financial health. If he is making money and prospering he likes to have it known but if he is not prospering, if he is financially sick, he doesn't want anyone to find it out. A chap came to Thomas the other day—"The jig is up," he said. "I'm busted and I owe you a lot of money and I am sorry. But I've done the best I could to prevent it and I can't help it."

"Maybe you have," said Thomas. "But you haven't let us do the best we could to help you prevent it. Why didn't you come to me before?"

"I didn't like to," said the man. The fact is he hadn't gotten the idea. He didn't realize that Thomas would have come to help and not to scold, that he would have suggested practical things to do that might have pulled him through, that he was there to help him.

Keeping Them Well

There are three kinds of men whom Thomas is working to convert:

1. Those who are in trouble and won't tell.

2. Those who are in no immediate danger but have weak statements

The "Well, what do you want?" type of credit man is fast passing away.

and are afraid to show them for fear it will hurt their credit.

3. Those who have no statements and don't know how they stand.

The great objective toward which all credit men are working today, therefore, is to sell the idea to the contractor and the dealer that a statement can't hurt them. If they are sick financially it will show this fact and they can call in a credit doctor. But the statement itself won't make them sick. The Electrical Credit Association of the Middle and Southern Atlantic States has recently appointed a committee to act as counsellors to aid electrical firms which are in trouble and need help. The Association of Electragists has a committee of financial advisers whom contractors can consult.

It all points toward the new spirit among credit men, though, of course, it is hard to get the man who needs the help to ask for it. Men form arbitration committees and everyone admits that it is a good idea, but when the argument waxes hot, they get mad and tell it to the judge. Just so when they find themselves slipping financially they get scared and won't tell anybody.

However, the idea is spreading. Electrical men are beginning to get a new slant on the value of a statement and the importance of the buyer and the seller both knowing the facts. This practice of giving statements to the jobber and the manufacturer is spreading because these individual credit men like Thomas, are preaching this gospel of confidence and co-operation week after week and by helpfulness to men in trouble proving that it pays.

What is this statement that the jobber's credit man wants and ought to have from the contractor-dealer? It isn't a long elaborate rigamorole that shows every cent that's in the stamp box and how much the boss takes out in salary and how long the oldest unpaid bill has been overdue. It isn't that at all.

What Thomas wants is just a list of quick assets and quick liabilities. He wants to know how much this contractor is worth in cash in collectable accounts, in merchandise, and he wants to compare this with the notes he owes and the bills he owes. That will show at a glance the state of the man's financial health, his ability to pay for what he buys. A comparison of two such statements suggested by Thomas as examples of what he considers a good statement and a poor one is given in an accompanying illustration. A good statement he feels should show at least double the total value in cash accounts receivable and stock than it does in notes and accounts payable. The two to one ratio is a fair rule.

Thomas in Action

What does Thomas want these statements for? He wants them for two reasons. In the first place he wants to see if this man's business is in good health. If he finds that it is not, that it is out of safe balance, then he knows that that man needs some help and Thomas goes to him. He talks the situation over, advises him what to do—perhaps to reduce the amount of money that he has tied up in stock, perhaps to do a better job of collecting and get his money in more promptly. He goes with him to his bank, sometimes, and tells the banker something more about the electrical business and this man's condition and opportunities and perhaps arranges a better line of credit for him.

As a result, the contractor has suddenly acquired two new resources, the help of his local banker and the help of his jobber's credit man and if he is sincerely eager to get his affairs straightened out, he will follow their advice and get his house in order and the first thing he knows he will begin to make some money and get a taste of prosperity.

The second thing Thomas wants the statement for is so that he can size up that man's strength and decide how much material he should be permitted to buy. This decision is made not only in the interest of Elliott Lewis, understand, but quite as much for the good of the contractor. This is all frankly explained to this customer.

Over-trading is responsible for more money troubles than any other one thing. A man with $1,500 capital tries to swing a $5,000 contract. He is over-anxious for business. He wants to make money, to get ahead. He sees a chance to take on a big job and make a big profit. He figures he can get the material from the jobber and stall him along till the job is done and he gets his money. He takes it. He strains his resources to pay his men and to buy this and that and the first thing he knows he is up against the ropes and his wind is gone.

Now the best possible protection for that man is to be on terms of intimate confidence with his jobber, to go to this jobber when he sees this alluring opportunity and tell him what he wants to do. The jobber's credit man, knowing the man's financial strength will either say "go to it, we'll help you swing it" or he will say "I wish you luck if you insist on trying it, but I won't be a party to getting you into trouble. You are not financially able to take on that contract."

Hard to Do, But It Is Best

It is hard for a jobber to turn down a big order, just as hard as it is for the contractor, but it is the thing to do under such circumstances. It will probably save the contractor from going broke and the job will simply go elsewhere in legitimate channels and make better business.

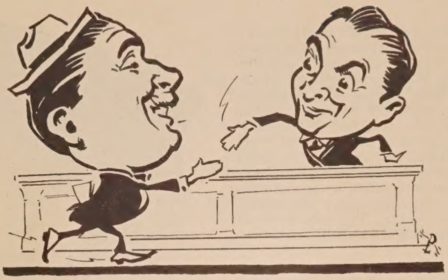
E. W. Shepard of the Western Electric Company, who is president of the National Electrical Credit Association, says—"The big problem in the credit world today is not whether a man is entitled to credit but how far to go with him." That expresses pretty well the present day attitude. heretofore the credit man has been getting on the job too late. He has been playing the role of the undertaker or the specialist who is called in on the case when the family begins to lose hope. Now he is trying to get contact with the customer before any trouble starts and by co-operation and advice keep him in financial health.

Here are the danger signals that Thomas watches for to guide him to customers who have not come in advance for counsel but are in need of help:

1. A statement showing less than two to one in quick assets to quick liabilities.
2. Slow payments on the account.
3. Name continually on delinquent list of Electrical Credit Association.
4. Entering of suit by some other creditor.
5. Personal observation by salesman or credit man that customer is incompetent and is following methods that point to failure.

The idea of confidence and co-operation in their financial relationship is continually being strengthened among all the customers of Elliott Lewis—just as it is in the case of many other progressive jobbing houses—but at the same time Thomas keeps on the watch for these danger signals, writing letters and making many calls, which help a lot in building confidences.

When some customer does fail he tries to save for this unfortunate what he can out of the wreck, by calling his other creditors together and arranging for a creditor's committee to take hold and do what can be done. For there are two great dangers in settling up insolvent accounts—first over-anxious creditors who rush in and push the customer over the brink, and second, shyster lawyers who swoop down and try to throw the case into bankruptcy. Thomas tries to beat both of them to it, and to keep the attorneys off the grass until a friendly committee of creditors can trim the hedges and plant some more lawn. So do the other credit men, who have seen the light.



The "Hello, Jim, I dropped in to see what I can do for you," type is now with us.

I asked Thomas one day to let me look over some of the correspondence that he carries on with these customers whom he is guiding out of the bogs. It was interesting. I picked out copies of these three letters that he had written one man.

Helpful Letters

Here they are without further comment.

Dear Mr. Blank:

We appreciate very much the copy of your financial statement which accompanied your letter and want to say that it is only by methods of this kind that the jobber and contractor can co-operate with each other properly. You, undoubtedly, have made splendid headway, but we still feel that we should caution you about your merchandise indebtedness which is too large. In other words, you should pay special attention to collecting your accounts, and reducing your stock. You can very readily correct the situation now, but we have seen so many cases where the weakness has been permitted to grow by the contractor, until it was too late.

We would strongly urge you, too, in matters of this kind, to talk them over frankly with your bank, because it is in a position to give you splendid counsel. We have always noticed that the contractor who keeps in close touch with his bank is invariably the most successful.

If we can be of any special service to you at any time, please do not hesitate to call upon us.

Very truly yours,

Dear Mr. Blank:

Thank you very much for the check in amount $100 which has been placed to the credit of your account and we also appreciate the order for the wire which is having our prompt attention.

There is still quite a substantial sum open in your account which has been standing over sixty days, and we are going to ask you to make a special effort to take care of it this week.

Did you give any serious thought to our letter of August 24 in which we urged you to keep your stock of merchandise down as low as possible and to go after your collections strong? Your statement of March 31st, shows that your indebtedness for merchandise was too heavy but we trust that you have been successful in correcting matters. It is a common mistake to attempt to do too much business for the capital invested and we know of many cases where the contractor and dealer did not realize the situation until it was too late.

If you have prepared a recent financial statement we would appreciate it if you will forward us a copy, or if the writer can be of any service to you, whatsoever, will be mighty glad to call to see you at your convenience.

Very truly yours,

Dear Mr. Blank:

Thank you very much for your splendid message of the 21st instant.

We are very much pleased to learn that you are watching your stock very closely to see that it does not increase, and that you are giving special attention to collections. We will be very glad to receive a copy of your latest financial statement and will give you our comments about it in a spirit of helpfulness.

I will make it a point to run up to see you one of these days real soon and in the meantime if there is anything special we can do for you, do not hesitate to call upon us.

Trusting that you will enjoy a big holiday season, and with best wishes, we are,

Very truly yours.

What Mr. Thomas Considers

A Good Statement

Assets	
Cash in Bank	$7,000
Accounts Receivable	14,207
Merchandise at cost	8,000
Real Estate (clear)	10,000
Machinery and Fixtures	2,700
	$41,907
Liabilities	
To Bank for Borrowed Money	$4,000
Owing for Merchandise	7,700
	$11,700

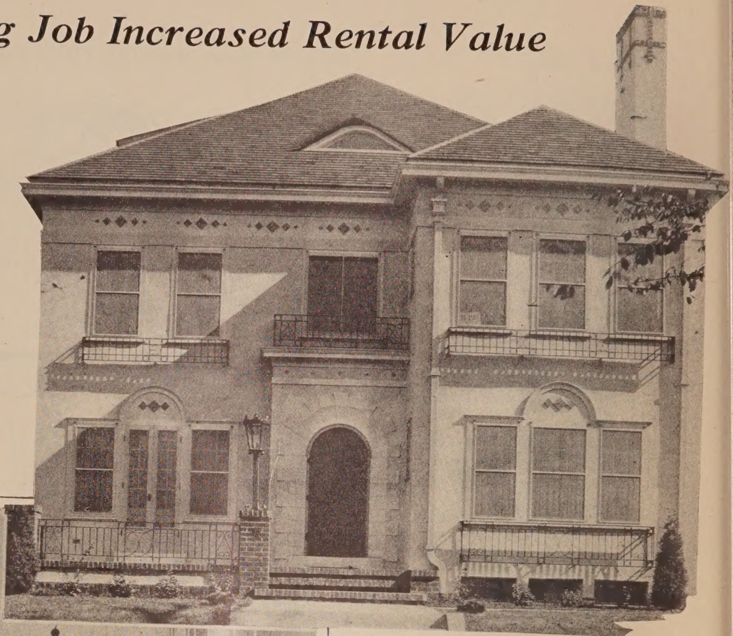
A Weak Statement

Assets	
Cash in Bank	$3,225.80
Accounts Receivable	40,721.20
Merchandise at cost	14,560.00
Real Estate	16,000.00
Machinery and Fixtures	2,700.00
Liabilities	
Notes Payable	$15,000
Accounts Payable	22,000
Mortgage	10,000
	$47,000

Complete Wiring Job Increased Rental Value Ten per Cent

Here is a story that should help electrical contractors sell wiring prospects the idea of complete electrical equipment for rental property. R. M. Laird, president of the R. M. Laird Electric Company, Minneapolis, recently built this attractive duplex house completely equipped electrically. He says, "The cost of the electrical work, together with fixtures, amounted to about $1,600. The added rental value with complete electrical equipment is about 10 per cent, but the real advantage is the attractiveness to the renter. The actual cost of the lot and building is $26,500."

On the porch a lighting standard of Italian design harmonizes with the Italian architecture. A duplex receptacle is just under the window. The house is provided with intercommunicating telephones of the latest flush type with transmitters and receivers concealed.



The kitchen equipment includes an electric range with a forced draft connection direct to main flue, built-in electric refrigerator, and three duplex baseboard receptacles.

The living room equipment consists of 46 lighting outlets and six duplex baseboard receptacles. The side brackets are on a separate circuit and the room has five switch controls, giving an illumination in six different colors. The electrical fireplace is in the form of a birch log. A combination bookcase and radio cabinet is built in with all wiring concealed.

What Are Electrical Salespeople Being Paid?—I

By J. F. FRI
School of Retailing, New York University

This study of plans for paying the sales force in electrical stores was made for "Electrical Merchandising" by the author who has specialized in the analysis of methods of compensating sales people in general merchandise lines.

It is the result of a direct effort on the part of "Electrical Merchandising" to arrive at facts regarding selling expenses in electrical stores.

The sole object has been to get information to pass on to the trade, rather than to make any definite recommendation. From the study, however, one point is clear—the electric-appliance dealer needs some standardized, uniform system of accounting.

RETAIL merchandising is the process of buying and selling merchandise and of maintaining the proper relation between stocks, sales and profits. The aim in merchandising is to sell a commodity at a price that will cover its cost and the expenses of selling, and yield a profit.

If net profit then is accepted as the major incentive of merchandising, the question arises as to why so large a percentage of retail electrical stores actually show a loss on their merchandising activities. Is it because the price of electrical equipment is too low or the costs of selling are too high?

It has been well recognized that the distribution of commodities at a loss to the retail merchant constitutes an economic waste. During temporary periods of business depression it may be necessary for merchants to sacrifice a profit, but the continued sale of merchandise at a price which is too low to cover the cost of selling constitutes uneconomic competition which cannot be justified either from a merchandising point of view or as a service to the customer. This loss must eventually be paid for by the consumer.

It is recognized that the sale of electrical current and the sale of electrical equipment and appliances are two entirely separate functions, although decidedly interdependent. So are the sale of roofing paint and the sale of tin roofing, but this does not mean that either can bear the merchandising burden of the other. The development of nearly every industry has been at one time or another closely dependent upon some other industry but at some stage in its development it must break away and stand alone.

Rapid Development Caused Change

With the rapid development of electrical equipment and appliances, this transition from a purely service industry to a merchandising business has been decidedly abrupt. The man who understands electricity and the installation of equipment naturally attempted to buy and sell; in other words, to merchandise the equipment which he installs, with little knowledge in most cases that he was engaging in an entirely different business.

ONE hundred fifty-eight payment schedules are disclosed in this study of 110 stores. Nineteen per cent pay a straight salary, thirty-five per cent pay a straight commission, and forty-six per cent use a combination of salary and commissions.

Monthly salaries range from $45 to $303 with a common figure of $140. Commissions vary from 3½ per cent to 20 per cent on sales.

The average sales volume for the individual sales clerk varies from $900 to over $3000.

The success of retail merchandising depends upon the effectiveness with which the retailer solicits patronage. Instead of waiting passively for patronage, a merchant must adopt aggressive sales methods. He must make his product attractive in appearance; he must arouse or intensify consumers buying' motives by means of advertising, window display, and effective salesmanship; and, finally, he must put it on sale in the places most likely to conform to the buying habits of the consumers.

As a general rule the service man does not have the qualifications and training to effectively perform the functions of merchandising. Consequently instead of increasing the customers' estimation of the merchandise, he lowers the price and enters into unwise and uneconomic competition with department stores and other electrical shops.

Selling Appliances Should Be Separated from Contracting

The first step in the elimination of uneconomic competition in retail electrical stores is the general adoption of a standard accounting procedure so that a merchant will know when he is operating at a loss. The mere knowledge that his merchandising business is not showing a profit will deter the average retail electrical merchant from cutting his prices far below the normal retail price level. The first step in determining real merchandising profit is to separate clearly the merchandise activities from all other services such as repairs and installations.

In doing this, all expenses can be allocated to the merchandise business. Probably the larger division of expenses to be proportioned will be that of selling. The selling expense includes several items, such as, supervision of sales force, supplies, and by far the larger item, that of salaries and wages.

In order to get some definite information regarding the selling costs and the methods of paying salespeople in retail electrical stores, a questionnaire was sent to representative electrical stores all over the country. One hundred and ten answers outlining 158 different payment schedules were received. Of the 110 stores reporting, 59 per cent were using more than one method of pay. Only 8 per cent were using straight salary and only 13 per cent were using straight commission as a basis for paying their sales force.

Some Stores Still Experimenting With Methods of Paying

A combination of salary plus commission was used by 20 per cent of the stores as their only basis of payment. The fact that 59 per cent of the stores are using more than one method of pay is especially significant, inasmuch as it indicates—either that no one method of pay is applicable to the electrical store or, if there is an ideal uniform basis of payment, these stores are still experimenting with different methods in order to determine the most advantageous plan.

The three general methods of compensation as used by the stores were as follows:

	Number	Per Cent of Total
Straight Salary	31	19
Straight Commission	56	35
Salary plus Commission	71	46
Total	158	

In a recent survey made by the *Retail Ledger*, it was found that 55 per cent of the retail stores in all lines were paying their employees on a straight salary basis. On the other hand, the N.E.L.A. survey of methods of paying outside salesmen by electric lighting companies disclosed the fact that a straight salary was paid in only 21 per cent of the 159 schedules reported. Of the 110 stores reporting for this study, only 8 per cent were using a straight salary basis for paying, although there were 28 per cent of the stores using it for part of their salesforce.

The monthly salaries ranged from $45 to $303 with a common figure of approximately $140. Seventy-two per cent of the stores paying a straight salary reported an average monthly salary between $125 and $150.

The amount of the initial salary in most cases was determined according to the ability of the salesperson. In one case, the salary was adjusted "every six months on the basis of 5 per cent of the sales of the corresponding period of the previous year." This method is practically a delayed commission method of pay.

Straight Commission Varies from 3½ to 20 per Cent

Approximately one-half of the stores reported that they were using straight commission as a basis of paying all or part of their sales force, and 13 per cent of the 110 stores reported that they were using this method alone. The amount of the commission varies from 3½ per cent to 20 per cent with a common figure of 10 per cent. Seventy-four per cent of the stores reported commissions between 10 and 15 per cent.

Three Variations of the Straight Commission Plan

There are three distinct variations of the straight commission plan as used by the electrical stores as follows:

(1)—Commission with drawing account not a liability against future earnings; (2)—Commission with drawing account charged against future commission earnings and (3)—Straight commission without any subsidiary pay. Sixty per cent of the stores paying commissions allowed a drawing account. Forty per cent allowed no drawing account. The common practice, when a drawing account is allowed, is to make adjustments monthly, although some stores adjust weekly and a few reported adjustments quarterly.

An eastern store writes: "We pay our five salesmen 15 per cent for the first $600 on monthly sales and 20 per cent for the balance. They are given a weekly drawing account of $25 which is deducted from commissions each month. Our monthly sales per salesperson range from $653 to $1,325, with an average figure of $930 for 1923. Our total selling expense is 17 per cent." By this method of pay, there is no pos-

(Recapitulation Sheet Showing 14 Out of 110 Stores Replying)

Study on Salesmen's Salaries in Electrical Stores

				Methods of Paying Sales/Clerks							
				Straight Salary		Straight Commission				Salary and Commission	
Firm Number	Number of Sales People	Average Monthly Sales for Each	Selling Salary Expense Per Cent	Avr. Monthly per Mo.	How Determined	Per Cent	How Determined	When Paid	Drawing Account	Amount of Salary per Mo.	Commission Paid
1	*300	$600	8	....	....	10 & 15	On Sales	Once a month	....	$100	4% of 1st $1,500 8% of sales above $1,500
2	4	....	12	....	....	....	....	....			
3	6	1,000	16	....	....	....	....	....	....	123.75	1% of sales
4	4	900	14	....	....	....	....	....	....	60	5% on sales
5	2	2,000	12	$125	On ability	....	....	....	....	50	10% on sales
6	58	1,860	12.2	....	....	5	On net sales and % of Increased revenue	Quarterly	$125 per mo.	....	....
7	4	2,500	22	200	....	....	....	....	....	....	....
8	3	300	10	....	....	....	....	....	....	....	....
9	3	2,000	....	140	Value of business produced and experienced	....	....	....	....	75	4% on sales
10	4	1,641	9.5	100	....	....	....	....	....	75	5% on sales up to $50 10% on sales over $50
11	21	1,162	....	....	....	10	On sales	Quarterly	$125 per mo.	....	....
12	5	930.78	17	....	....	15 & 20	15% on 1st $600 sales 20% above $600	Every 3 mos.	25 per week	....	....
13	8	2,000	9	....	....	10	On all sales	Weekly	$100–$200 per mo.	....	1.5% on sales
14	3	400	12	173	....	....	....	....	....	....	....

* *Total of 46 stores.*
† *Based on Net Sales.*

sibility for the store to decrease its selling expense, inasmuch as the average percentage of commission tends to increase with increased sales by each salesperson.

A mid-western company employing seven inside salespeople and 41 outside salespeople pays a commission of 5 per cent, and allows a drawing account of $125 per month, with a quarterly adjustment. The average monthly sales in this store in 1923 were $1,860, with a high month of $3,120 and a low month of $1,040.

A store in Detroit, Mich., originally paid its outside salesmen 15 per cent of net sales. By a careful co-ordination between the store and its house-to-house salesmen, it was able to decrease this commission to 10 per cent. It is now paying them 7½ per cent commission and they are showing increased total earnings.

In one store, the outside salesmen were paid a straight commission of 10 per cent and the inside salesmen a straight salary adjusted individually. This method of pay must have careful supervision in order to prevent the inside salesmen from "carrying sales out of the house." In one instance in an eastern store, it was brought to the attention of the buyer that instead of making sales on the floor the inside salesmen were turning the customer over to the outside salesmen and sharing in the profits. This necessarily increases the inside selling costs.

Twenty per Cent Use Salary Plus Commission

Twenty per cent of the stores paid all of their salespeople on a basis of straight salary plus commission, and 64 per cent used this method as a basis of paying part of the salesforce. It can readily be seen that this method of pay is very similar to a straight commission with an allowance, especially when this allowance is not charged against future earnings.

In a group of appliance stores in the middle west, "inside salesmen are paid $100 per month plus 4 per cent of the first $1,500 and 8 per cent above that amount." In another store, salesmen are paid $125 per month and 1 per cent on sales.

The following schedules are used by various stores: $75 per month plus 4 per cent; $75 per month plus 10 per cent on values below $50 and 5 per cent over $50; $125 plus 15 per cent commission on all sales after the salary has been earned. For example, if a salesman sold $1,000 a month, he would be paid $150, but if he sold $600 he would be paid $125—$75 plus 10 per cent commission on all sales, but this will soon be reduced. This store has three salespeople who are paid $50, $75 and $90 respectively plus 8 per cent on all sales.

The selling salary costs in terms of percentage were determined by dividing the total selling payroll by the total sales. It is well recognized, however, that a great number of these small electrical shops are owned by the proprietor or manager who assists in selling but does not charge his business with a salary for himself.

Salary Expense Ratio High

It is impossible, of course, to make an accurate comparison between this type of store and a larger store in which all of the sales are made by salesmen. Regardless of the method of pay, however, the common figure for salary costs in selling as determined from this study is about 11 per cent. Although the range was from 5½ per cent to 52 per cent, 70 per cent of the stores reported this salary cost between 9 and 14 per cent. It was impossible to determine any direct relationship between method of pay and cost of selling. This percentage is higher than most types of retail stores as shown by the accompanying chart and table.

Salary and Wages Expense in Retail Stores
(Net Sales = 100 per cent)

	Wages of Sales Force	Total Salaries and Wages
	Common Figure	
Grocery Stores:		
$150,000 and over. .	6.9%	11.2%
Hardware Stores:		
$100,000 and over. .	6.37	11.79
Department Stores:		
Less than $1,000,000	7.0	14.2
Department Stores:		
$1,000,000 and over.	5.9	15.4
Shoe Stores:		
$250,000 and over. .	9.6	16.2
Jewelry Stores:		
$50,000 and over. . .	11.1	18.1
Electrical Stores	11.0	. . . .

This may be accounted for in part to the fact that the electrical industry is new and people have to be educated to the value of the appliances. Electrical equipment must be demonstrated to them, and finally a certain amount of service must be furnished in order that the appliances will function properly. A great many department stores, however, are able to operate their electrical departments with direct selling costs below 5 per cent. There is reason to believe that the larger retail store will play an important part in adjusting the selling costs downward in the electrical industry.

Sales Expense Decreases with Increasing Sales

In the studies of the Harvard Bureau of Business Research, there was found a decreasing selling expense with an increasing average annual sales per employee. In the retail grocery trade in 1922, stores that showed average annual sales of less than $9,000 per employee had a salary and wage expense of 13 per cent as compared with 9 per cent for stores with average annual sales of more than $15,000 per employee. Similar relationships were shown in retail shoe stores, as indicated by the data given in the following table:

Average Annual Sales per Employee in Retail Shoe Stores in 1922*

Average Annual Sales per Employee	Number of Firms	Total Salaries and Wages (Percentage of Net Sales)
Less than 8,000	35	17.3
8,000 — 10,900	83	15.8
11,000 — 13,900	75	14.3
14,000 — 16,900	45	14.1
17,000 and over	64	13.1

* (*Bureau of Business Research Harvard University Bulletin No. 36*)

Although there has been no study of sufficient scope to determine the relation between selling expense and average sales per employee, there is no reason to believe that the electrical stores would be radically different from other types of stores. These facts regarding the relation of operating expenses and volume of sales per salesman or per employee indicate one of the chief opportunities for effecting economies in merchandising.

* * *

In the March issue of "Electrical Merchandising," Professor Fri will comment on these findings in the light of the experiences of other types of retail merchants.

This is the first of "Electrical Merchandising's" special studies in the costs of electrical store management. This article will be followed by others of a similar nature.

The editors welcome discussion of the problems presented. The readers of "Electrical Merchandising" are invited to send their comments to the Merchandising Department, "Electrical Merchandising," Tenth Ave. at 36th St., New York, N. Y.

Julia S. Groo of Portland, Oregon, winner of the $15,000 prize home

How the Dealer Is

"Cashing In" on the Lighting Contest

What the School-Children's Educational Campaign Actually Accomplished. It Is the Individual Opportunity that Offers the Cash

By EARL E. WHITEHORNE

Member Lighting Educational Committee

I BOARDED a trolley car in New Jersey the other day. It was a one man car, well filled, and after giving me my change and getting under way again, the motorman, who was a chatty soul, resumed his conversation with a man on the front seat.

"Yes, sir," he said, "there is more to it than you would think. Most people just stick a few lamps around the house and that is all they know about it. But this here contest sure opened my eyes. When my girl brought the primer home from school and began talking about home lighting, I thought it was 'bunk.' But she made us read all about gloom and glare, and I saw that there was something in it."

How Does the Individual Dealer Cash In?

Now that the Home Lighting Essay Contest is over, it is time for the individual dealer to "cash in" on the profits. He does it through selling inside his store, advertising, and setting up attractive interior and window displays to focus the public interest on lighting equipment. The profits depend on the individual dealer.

"You ought'a seen the way she worked over it," he continued after the next stop, "studying every room in the house and calling at the neighbors to study their lighting, and finally she sits down and writes an essay—all about the things she would like to do to make the lighting in our home perfect. She cut out the pictures of fixtures that were in the back of the book and pasted them on the pages that showed rooms without any lights, and it looked swell, and that went with the essay. We helped her some—they let you do that, you know, but mostly it was her own dope. And she won a fine prize—fifty dollars.

The New Interest

"It's great the way the kids get into things nowadays. Now she and the wife are after me to buy new fixtures for the dining room and shades for the parlor and the hall. There is a lot in this lighting when you study it."

The man on the front seat slipped in a monosyllable now and then. Everybody in that end of the car was listening while the motorman ran on and on and on about the contest and the prize and lighting and "his girl." Then his friend got off and that closed the act.

People ask—"What has the Lighting Educational Committee's home lighting essay contest actually accomplished?" Well, here's the answer, it seems to me.

This motorman's fifteen year old daughter entered the local contest in New Jersey and so did over two million other school children. Nearly one million of them submitted essays.

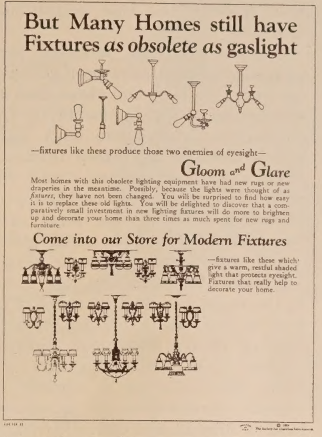
This motorman's daughter won a prize and so did thousands of other children in the 4,774 communities that actually organized contests.

This motorman is talking about the contest and home lighting and gloom and glare and so are hundreds of thousands of other parents scattered throughout the country.

This motorman and his wife and daughter are discussing what to buy next to make the lighting of this home more comfortable, more decorative and more efficient, and so it is in all these other households where the lighting primer, the principles of good lighting and the faults of the existing installation was for a time a live topic of conversation in the family.

That's what the lighting essay contest has done—and it is a lot. On the face of it to an electrical man it doesn't look so much—the mere reading of some lessons on lighting in a home and the writing of an essay by a child—but just consider the mass figures on this campaign as shown in the box on next page, the statistics embracing all local contests. After all, this is about the most that any electrical man could ask—that the story of lighting be told to the whole household and that they be interested in actually studying the shortcomings of their own lighting equipment. To have this accomplished in close onto two million homes—nearly one-tenth of all the homes in America—is a collossal achievement. And we can figure on this because a very large proportion of the children who entered a contest and then failed to turn in an essay, nevertheless went through the preliminary study and discussed it with the family.

Home Town Pride



But Many Homes still have Fixtures *as obsolete as* gaslight

—fixtures like these produce those two enemies of eyesight—

Gloom and Glare

Most homes with this obsolete lighting equipment have had new rugs or new draperies in the meantime. Possibly, because the lights were thought of as *fixtures*, they have not been changed. You will be surprised to find how easy it is to replace these old lights. You will be delighted to discover that a comparatively small investment in new lighting fixtures will do more to brighten up and decorate your home than three times as much spent for new rugs and furniture.

Come into our Store for Modern Fixtures

—fixtures like these which give a warm, restful shaded light that protects eyesight. Fixtures that really help to decorate your home.

One of the circulars to promote better lighting and to follow up the Lighting Essay Contest, prepared for general use by the Society for Electrical Development. Space is allowed for dealer's imprint.

So the lighting story has been very widely told and in an intimate way. Also Julia Groo, of Portland, Ore., has won the $15,000 model house as the first prize. A boy and a girl won $1,200 scholarships in American and Canadian colleges. They were George R. Pinaroc, Oakland, Cal., and Dorothy Lathe, Quebec, Canada. Two boys and two girls won $600 scholarships. They were John Patten Crawford, Kokomo, Ind., Lucile Brewer, Gainesville, Ga., Joe Kelly, Martinsville, Ind., and Irene Kline, Lowville, N. Y. Two girls and two boys won $300 scholarships. They were Roswell E. Brett, Watertown, N. Y.; Mary W. Holman, Huntsville, Mo.; Everett Ehler Wigger, West Alexandria, Ohio, Eleanor Kathleen Linik, Lancaster, N. Y. Therefore, in Oregon, in California, in Missouri, Indiana, Ohio, Quebec, New York and Georgia, it has been a matter of state pride that one of their children won a prize. Why, in my small town weekly paper on the front page, I saw recently an article announcing that a Caldwell, N. J., boy now living elsewhere had won a prize, and this has happened in a thousand other cases where home town pride has been touched. Wherever a boy or a girl has won recognition in either a local or a national prize it has been talked about in the towns where they live and the towns where they used to live and the contest has been described.

Lighting Made Popular Topic Throughout Country

And out of it all has come what? A great background of new interest and an understanding of the simple fundamentals of lighting in the home—gloom and glare and the uses of shades. Lighting has been made a popular topic throughout America for a term of weeks. Lighting has been accepted as a concern of the entire household. And this has brought a tremendous opportunity to the lighting industries—by which we mean the manufacturers and jobbers of lamps, fixtures, glassware and accessories. But primarily we have in mind the local men from

The Public Is Now More Receptive to Better Lighting

As the result of the Lighting Essay Contest held at the close of 1924 the young people in thousands of communities—and their parents—have been interested in home-lighting results in a new way. This is bringing the parents into lighting-fixture stores and contractors' shops to make selections of lighting fixtures and portables.

whom these families will through the coming year purchase those things that the lighting essay contest has convinced them that they need and want. It is these local dealers in lighting equipment of every sort who will reap the immediate reward. They will be "cashing in on the campaign" for months to come in the regular course of business.

How to Cash In on the Lighting Essay Contest

That has been a great phrase through the course of this essay contest. "When the contest is over," men have been saying, "how will we cash in on it?" And early in the organization it was made plain and clear there would not, could not be any organized cashing in and mopping up process. The idea had been advanced as an educational program, and such it was. The public, parochial and private schools were invited to help and responded with surprising good-will and enthusiasm. To have made the list of essay contestants available for sales follow-up, and had manufacturers, jobbers, contractors, dealers, and central station salesmen all dropping in and saying —"Now that you know how bad your lighting is buy my stuff!"—would have brought a reaction that would have done twice as much harm as the contest could possibly do good. Everybody appreciated this and accepted this restriction and it is a fine achievement that no word has been spoken, in so far as is known, charging any local committee or electrical firm with trying to make improper capital out of this co-operation by the schools or the public's response to this educational approach.

But the idea has persisted very naturally. There have been committee meetings here and there held to review the accomplishments of the campaign. And again men have said—"Now we must keep faith absolutely with the schools and the public, but we must devise some plan to cash in on it in a big way." It's been discussed in a hundred places —and always with the same result. The more you think and talk about it, the more you see that there is no way to organize a big program of cashing in on this home lighting contest. Yet while you talk and think the follow-up is already in process everywhere—an automatic local cashing in that comes inevitably in two ways.

Already "Cashing In"

1. Ever since the campaign began more and more men and women and school girls and boys have been coming into the stores of dealers asking about lighting equipment and buying shades, fixtures and lamps to improve the lighting of their own homes.

2. Ever since the beginning of the campaign and more and more since its bigness has begun to really impress itself upon electrical men, dealers, contractors, jobbers, and manufacturers have been thinking with greater activity about the home lighting market and putting more pressure on their selling to this field.

The cashing in is therefore automatic. It has already started. It is now in active process. But it is being done as it should be done by individuals and companies, in towns and cities everywhere. They are selling better lighting equipment to their regular customers and developing new lighting customers out of the prospects that they had before them all the while.

Supplementary Support

Of course, organized groups of the industry will actively support the work. The Illuminating Glassware Guild has gotten out a little campaign of publicity that will logically follow up by talking gloom and glare in the terms that the primer used.

The National Electric Light Association has appropriated a thousand dollars in three prizes for a supplementary essay contest for employees of central stations only. This will teach a vast number of electric light and power people — clerks, meter readers, stenographers, accountants and all the rest—the same lessons that the big contest has taught the public. This will sustain and stimulate the general interest because all these electrical people will be talking about it to their friends.

Probably other groups of the industry and many individual companies will also conduct similar supplementary contests among their own people. It will all help.

But the "cashing in" will be done here, there, everywhere in the regular course of business in bigger, better, faster sales of lighting equipment from every store that sells its goods to this public that by this great educational contest has been made more receptive than it has ever been before. Therefore no dealer need wonder how to cash in on the essay contest. Other dealers are doing it now—and other jobbers and manufacturers. They are doing it in the most natural way in the world—in the only proper way—by individually selling to the individual homes in each community.

They are doing it through window displays, through their advertising and in the selling inside their stores and out by playing up lighting equipment and focusing the greater interest that now actively exists among their customers.

How much is "cashed in" now depends on the individual dealers.

The Home Lighting Contest

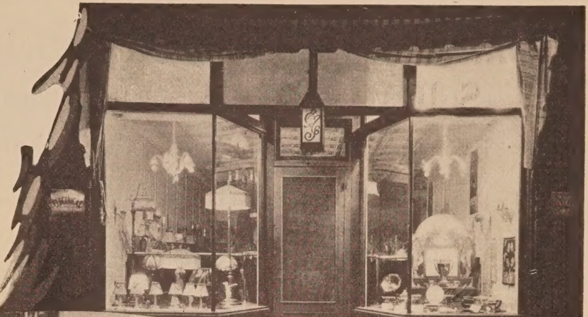
The Result in Figures

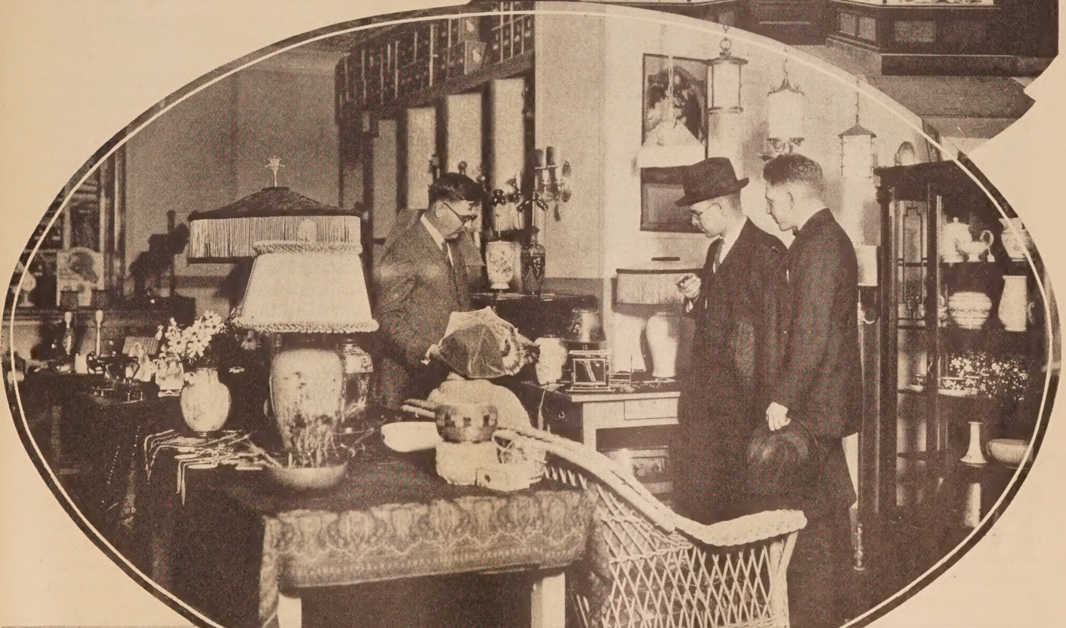
Original estimate of towns to organize		1,500
Number of towns actually organized		4,774
Population of towns organized		48,416,069
Percentage of population organized with users of electricity		74%
Total publicity value of campaign		$4,000,000
National committee	$500,000	
Local newspaper advertising	2,000,000	
Free newspaper publicity	1,000,000	
Miscellaneous local features and prizes	500,000	
Number of manufacturers subscribing to campaign		159
Number of communities having cooperation of schools		3,000
Number of communities making campaign part of school curriculum		500
Total number of pieces of material distributed by National Committee		10,057,000
Cost of service material to committee		$179,000
Income from service material to committee		$185,000
Total number of people taking active part in campaign		40,000
Primers and essays submitted by communities not organized		106
Total number of essays submitted in local contest (approximate)		1,000,000

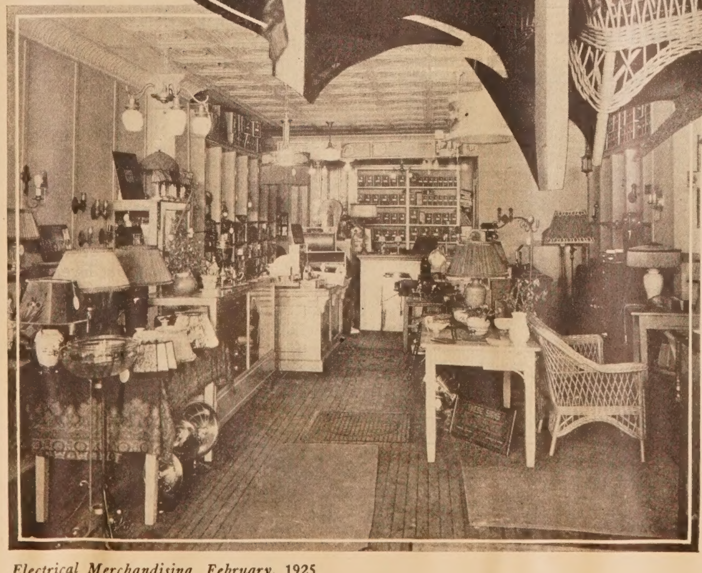
Selling Lighting Fixtures Is an Art

So the Hubbards Sell Them in an Artistic Setting

Raising an electrical shop from the hardware to art store class was the achievement of Mr. and Mrs. Hubbard, proprietors of the Electrical Art Shop of Glens Falls, N. Y. Buying and selling of fixtures and store arrangement pass under the keen, artistic eye of Mrs. Hubbard, while the profits of the business are carefully watched by the merchandising eye of Mr. Hubbard, who entered the electrical game as a contractor. The story is told that once when a customer asked for four fixtures, Mrs. Hubbard discouraged the purchase, and suggested, "Three points are always more interesting than four as illustrated by the contrast between a triangle and a square. Likewise, with fixtures. Three are more interesting than four." Better fixtures were then sold.







From the hammered brass lantern that hangs over the door to the odd, antique fixtures that are seen inside, the Electrical Art Shop presents a fascinating appearance which attracts women's trade.

Every portable appliance which leaves the store is equipped with a separable plug. That is just one of the little "extra things" that the Hubbards do to hold the best kind of trade. Another is, they transform porcelain, glass and metal antiques into decorative table lamps to appeal to the élite.

The interior of the store is done in grey, a background against which various colored fixtures and shades are hung, grouped so as to preserve a general harmony. Store lighting is done with a variety of types of fixtures. Appliances are displayed on a ledge about eighteen inches high behind the show cases.

Contractor-Dealers in Springfield, Ill., Sell More Than 500 Ranges

Four of the Largest Dealers Got Together with a Manufacturer and Launched an Effective Campaign—No Outside Salesmen Used

IN SPRINGFIELD, ILL., between 650 and 700 ranges have been sold and installed within the last two years. Ninety per cent of these ranges have been sold by the contractor-dealers.

The situation became favorable for selling ranges when both the local lighting company and the city, which operates a power plant, made favorable rates for cooking.

After making a low cooking rate, the lighting company put on no special range campaigns but confined itself to selling ranges steadily in the course of business.

Four of the largest dealers, however, got together and with a manufacturer, launched range selling in a way that put the electric cooking idea over. They have created a range market that continues steady and profitable.

Several full page advertisements followed by half and quarter pages, were signed by the four dealers, Haenig Electric Company, Capital Electric Company, C. A. Meader Electric Company and Haas Electric Company. Half the cost of this advertising was borne by the four dealers and one fourth each by the manufacturer and the jobber.

A room in the city hall was provided by the commissioner in charge of the city power plant. This room was equipped as a kitchen with several types of ranges and here cooking demonstrations were held. Due to unusually warm weather these first cooking schools failed to attract as many as had been hoped but still many women got from them their first and very favorable impression of electric cooking.

All the visitors registered and the names were divided among the four dealers. The demonstrator was provided by the range manufacturer.

Demonstrations by Local Women Held in School Buildings

Later in the summer demonstrations were held in the assembly rooms of four public schools and these demonstrations were very successful, bringing out good crowds of interested prospects.

These demonstrations were arranged with the co-operation of the school board and were made by local women who were cooking experts and accustomed to the electric range. Each of these four demonstrations was under the direction of a different contractor-dealer. And with these also there was registration of the attendance so that each dealer accumulated a considerable prospect list.

One of the four dealers, the Haenig Electric Company, continued the demonstration work by holding Saturday afternoon demonstrations in his store.

A very interesting point in connection with these range sales by the dealers is that there were no outside canvassing salesmen employed. Leads were followed up by salesmen from the dealers' stores. Many leads were followed by phone and perhaps a majority of all the sales were closed in the stores.

In addition to the sales to private homes a number of apartment houses were equipped throughout with ranges. The Haenig Electric Company alone sold 56 ranges in three apartment houses.

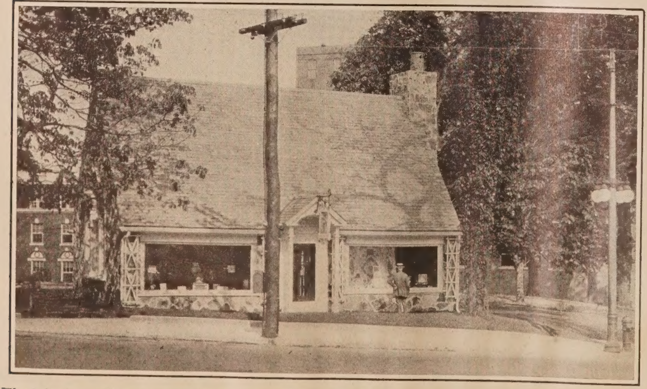
The hearty co-operation among the dealers produced a good impression on the public and not only resulted in maintained prices and profits but, in the opinion of the dealers themselves, increased the total number of ranges sold.

The other dealers in the city also pushed and advertised ranges and received in consequence their share of the business.

The four dealers mentioned who led in this work have sold in two years, approximately 400 ranges. During the first year ranges were being installed so rapidly that the city plant began to be overtaxed and the dealers had to let up on selling for a time until a new unit had been put into service.

The electric range, in Springfield today, is as much a part of the contractor-dealer's stock and selling program as the washing machine or any other major appliance.

New London "Electric Cottage" Promotes the Electrical Idea



Electrical appliances are displayed in the windows of an electric cottage, maintained by the Connecticut Power Company, New London, Conn. The interior display room contains a fire place, dutch ovens and various electrical household appliances. The windows are used for weekly displays of local electrical dealers' wares.

A Home Electric That Was Complete

Not many exhibitors have gone the length the Hunter Brothers Electric Company did, to make the recent Home Electric in Fayetteville, N. C., complete in every detail. Even to a boiled ham in the kitchen range, the house proclaimed that it was to be lived in and not just looked at—and a kerchiefed negro mammy on the back steps added the last touch of homelikeness and picturesqueness. Such attention to detail pays, too, the Hunter Brothers feel—during the two weeks the house was open, visitors passed through it at the rate of one hundred an hour.

Another Letter from a Reader—

Brody Gets 1,000 New Customers for Twelve Cents Each

Massachusetts Dealer Spends $125 on Contest Which Brings Customers to His Store and Gives Him Names and Addresses for His Mailing List

Editor, *Electrical Merchandising:*

I HAVE just brought to a successful conclusion an advertising stunt that has netted me such excellent results that I want to pass the idea along to other dealers through the medium of your publication. I know they will fare just as well with it as I did.

I wanted to get the women folks of North Adams (Mass.) to come to my store. I wanted them to cultivate the habit of stopping and looking at my windows. I wanted them to consider "electrical needs" and "Home Service Electrical Company" synonymous. So I hit upon the plan of running a contest for a week.

I spent about $100 advertising the contest in the local papers. For the five best letters answering the question: "What, in your opinion is the most desirable electrical appliance in a household and why do you think your choice the best?" I offered five prizes. The first was a silk shade and vase base, making a very pretty lamp; the second a Hold-Heet percolator, the third a Hotpoint curling iron and comb hair dryer, the fourth a Simplex sad-iron, and the fifth, an Eveready flashlight.

The contest ran a week, during which the prizes were on display in my windows. I advertised that fact. But the rules of the contest are what brought me the results I wanted.

Rules for Contest Which Brought Results

Here are the rules as I advertised them:

1. When you (addressing the women) decide to enter the contest, come to our store, and the gentleman in charge will hand you a "census sheet."

2. Take your "census sheet" home, and fill it out with your name, address and telephone number (if you have a phone). You will notice on that sheet an itemized list of electrical appliances. Check off whatever appliance you use now, and write the name of the make after each one you check off.

3. Then write your letter, writing clearly in ink on one side of the paper only. Hold yourself to within 100 words.

4. When you have finished your letter, put it in an envelope and address the envelope to us. Place your filled-out "census sheet" in the same envelope and seal the envelope.

5. Do not mail the letter. Bring it in yourself. Letters received through the mails or delivered by children will not be considered.

6. When you hand your letter to the man in the store, he will give you a number, and he will write that same number on your envelope. Remember your number, because the winning letters will be announced in our windows by numbers only. After the winners have properly identified themselves by giving us the information contained on their "census sheets," and after we have delivered the prizes to the homes of the winners to further

verify the identification, we will publish the names of the winners and the winning letters.

Well, during the course of that week, it appeared to me that every woman in North Adams and surrounding territory was in my store. The net result of my small investment (about $125) was this:

I had firmly impressed on the minds of more than 1,000 women that I was in the electrical business at the corner of Holden and Center Streets. I had actually brought these women into my store. Many made purchases.

I had gathered together through my "census sheets," a mailing list of more than 1,000 names, with addresses. and most of them with telephone numbers.

I had also, through my "census sheets," learned just what appliances were being used mostly in more than 1,000 homes, and what make was in greatest demand. By knowing just what appliances were being used, I was able to classify prospective customers on each appliance.

So for $125, I got city-wide advertising for a week, a mailing list that is worth all kinds of money, and a prospective customer list that no money could buy right now.

(Signed) IRVING A. BRODY,
Home Service Electrical Company,
North Adams, Mass.

Five Day Electrical Exposition Staged by Western Store

When the department store ceases to regard electrical appliances as a mere adjunct to the glassware department to be merchandised on the same principal as agateware kettles and wooden spoons, and turns the electrical department over to men with electrical training, rendering sound technical as well as general sales service, just so soon does the department store cease to be a menace to the retail end of the electrical industry and become a legitimate part of it.

One of the department stores which has made a notable step in the direction of general electrical development is The Emporium, one of the largest department stores of San Francisco. This store has a large general electrical department with a very complete line of equipment adapted to household uses.

As a means of acquainting the public with the extent of the line handled and the type of service rendered, the Emporium recently presented a five day electrical exposition. Announcement was made in the papers of a display and demonstration to be held in the store auditorium.

One entire stretch of store window, extending for seventy-five feet across the front of the building was given over to an electrical display. The central feature was a large sized relief map of the northern section of California which had been borrowed from the Pacific Gas and Electric Company and which showed the location of power plants and transmission lines which serve San Francisco. These were marked by small lamps of different colors and, together with the appliances, made an exhibit which kept crowds continually about the window.

The auditorium was arranged in regular exposition fashion, with booths for the various appliances, where these were demonstrated. So far as possible the actual operation of the appliance was displayed. At the waffle iron booth, waffles were made and distributed fresh, with maple syrup, coffee made in an electrical percolator was served elsewhere, while a demonstrator baked cakes, bread and cookies on the electric range.

A very satisfactory record of sales is reported from the exposition booths themselves which, together with the prospects secured for the heavier appliances and the city wide advertising of the electrical department achieved, well repaid the expense and effort of the display.

Toronto Builder Supplies Electric Ranges with These $3,900 Houses

Jethro Crang, a builder of Toronto, Canada, has just erected forty houses of four rooms each, and designed to sell at $3,900 apiece. Each house is wired for and equipped with a 54-amp. electric range, so that tenants can begin cooking by electricity immediately upon moving in. Naturally this unusual electrical equipment has been effective in creating quick sales of the dwellings, which are located on Rosethorn Avenue, Toronto. Some electrical man up there is a good salesman.

Problems
that arise on income-tax reports

Can a loss on bad debts be deducted in filing my income tax report?
What is a storekeeper's gross income?
What kinds of store repairs become an operating expense?
Are contributions and donations store expenses?
How should a fire loss be treated?

Bad Debts, Considered as Loss

QUESTION: *Collections this past year have been almost impossible. It has been necessary in many cases, to charge off small amounts as losses. In most cases no individual amount was more than eight to ten dollars, but when all of them are totaled I find my loss runs into about $200 or $250. How should I consider this in my tax return? It could easily become an expense or can it be deducted as a loss?*

Inquiry 114

ANSWER: This can be handled in one of two ways. You can make a direct deduction from income, or you can deduct it through taking a larger reserve for bad debts.

Undoubtedly the first way is the easier, especially if you do not keep an elaborate bookkeeping system.

We are taking for granted that yours is an individual business. On page 2 then of your individual tax return sheet you will find schedule A. Under "Other business deductions" you will find item 14, "bad debts arising from sales." Place opposite this item whatever your loss is. As you know the regulations require accounts to be kept on file for at least six years.

"The Landlord Won't Do Anything for Us"

QUESTION: *This may be the same old story but it's true. We can't get our landlord to do a thing for us. During the last year we have had to make various repairs to our store in order to keep it usable. Some have said we could not include this as an expense of the store, as it tended to add to the value of the property. What do you think about it? The whole amount we expended is about* $300.

Inquiry 115

ANSWER: It is true any amount expended that adds to the value, or is intended to increase the value of a piece of property is not a deductible operating expense.

Such items as these are what we term as, "property expenditures," and include such items as a new window front, a new floor, etc., or a new lighting system.

However, any small expenditures such as repairing a light, putting in a partition, probably repairing a pane of glass that has been broken, or some such expenditure, may be considered by you as a store expense. This you should include in item 16, headed "Rent, repairs, etc." of schedule A, on your tax return.

A Clearing House for You

What does the other fellow do?

How does he run his store?

This department has been organized to answer these questions.

Use it. Send in your questions to—

Merchandising Department, Electrical Merchandising, 10th Avenue at 36th Street, New York City, N. Y.

Are Contributions and Donations Expense Items?

QUESTION: *During the last few days I have been scouting around for information on filing my tax return for* 1924. *I find that many merchants charge contributions and donations to advertising. If they give $100 to some church event, it is considered as an advertising expense. This is quite different than the way I have handled it. I have a separate account for these items. Can I include my contribution account as a store expense even though it has not been treated this way in my books?*

Inquiry 116

ANSWER: You certainly can include it in your report. Such an expense would come under the heading of contributions or donations.

It is deductible from your gross income but the amount must not exceed 15 per cent of your net income, computed without this benefit of a deduction.

In the case of corporations, such an amount is not deductible as contributions. However items of donations, if made for purposes connected with the running of the business, are a proper deduction as ordinary and necessary operating expenses.

The authority for this statement is found in article No. 562 of Income Tax Regulation No. 65.

Uncle Sam's Kindness Grows

QUESTION: *As you know, Uncle Sam has been kind to us for once, and returned 25 per cent of the amount of our last year's income tax. But I have not received mine as yet. Can I deduct it from the amount due the government for 1924, and give a check for the balance?*

Inquiry 117

ANSWER: We should say that you could not do such a thing as you suggest. The government, as we understand it, is now making refund in accordance with the legislative act passed. You should report and pay this year's tax whatever it may be, without making any such deduction, unless through claim form No. 843.

Should a Fire Loss Be Recorded in Filing Tax Return?

QUESTION: *In May of* 1924 *our store was pretty badly damaged by fire. A great deal of merchandise in stock at the time was either burned or damaged by water and smoke. The fixtures and equipment were almost entirely destroyed.*

We have estimated the total loss at about $1,200. *Eighty per cent of this was taken care of by insurance. Can we report the balance of* $240 *as a loss in our tax return for the year?*

Inquiry 118

ANSWER: As we interpret the regulations, any loss which is non-recoverable by insurance, etc., and if experienced in your regular trade or business, may be deducted in filing your return.

Article 141 of Income Tax Regulations No. 65, considering the question of losses, seems to cover this very clearly.

It would be our suggestion that you file a separate schedule showing just how you arrive at your loss. See the example at the bottom of the page as a suggestion.

Should Interest Be Paid On Family Loans?

QUESTION: *In planning my small business my wife loaned me a little money she had from selling a piece of property. The question has come up whether I should pay her interest on her investment, the same as I would if I borrowed the money from some outsider. My business is profitable, and if it should be done this way I would rather give it to my wife than to Uncle Sam by way of an income tax.*

Inquiry 119

ANSWER: If a total outsider were running your store your wife certainly would get interest on her investment. The fact that you run it should not change the situation.

Whatever you pay, whether it be 6 per cent or 8 per cent, is an expense of running your business. If you didn't have her money, you probably could not continue in business. You will find this item covered in schedule A of your tax return, under item No. 11, and we should advise, that, by all means you include it in your operating expenses of the store.

Is Loss on Fixtures Deductible?

QUESTION: *Last July our town started work on widening the street on which my store is located. Within a month I saw that it was going to be necessary either for me to move my business to some new location, or to take the losses which would be mine for the next year or two, while the street was being put in order.*

In this new store I have had to buy practically all new fixtures. The old ones were useless, and today present almost a total loss. Of course I received a small amount in selling them. Is the loss I sustained deductible in filling my income tax?

Again, can I charge to this year's business the entire cost of moving?

Inquiry 120

ANSWER: The cost of moving will and can be included in your regular store expenses, probably under a miscellaneous item.

If you could not control the reasons for your loss, then they are surely deductible in your return. Of course you recognize that in stating your loss, you must take into consideration the initial value of the fixtures, then deduct the depreciation which you have written off from the time you purchased them plus the sale value of any salvage. Care should be taken that all details are explained in filing the return, so as to leave no questions in the mind of the examiner.

It might be well to show how you arrive at this loss through filing a separate schedule with your return.

Can a Tax Report Cover Two Stores?

QUESTION: *Last May, I opened a store which is practically a branch of this one, but it does business under a separate name, as I took in another partner who is interested in this new store only. Inasmuch as I practically own it, because of my larger investment in it, should I make out a combined tax report covering both stores?*

Inquiry 121

ANSWER: By no means should you combine reports. Your new store doing business as Jones-Smith Company is in the eyes of the law, a separate and distinct firm from Jones-Chandler Company the name of your old store.

The fact that you may hold a larger interest in the business makes no difference.

A separate report should be filed for each store. Each business should be charged with the check representing its own income tax.

Remember this—the opening of a new store under a new name, was simply another investment for you in another company. That you have a larger investment then the others, only measures the size of your interest, and does not signify ownership. You should, however, reflect any additional income earned through this new store in your own personal tax report.

SCHEDULE OF LOSS BY FIRE

May 1924.	Jones Smith Co. Address	
Purchase price of fixtures		$2,500
*Invoice cost of merchandise		4,280
Total value		$6,780
Depreciation written off on fixtures, 5 mos. at $25 a month	$125	
Received through insurance coverage	1,800	
Received through sale of salvage	35	
Received through insurance coverage on merchandise	3,500	
Received through sale of salvage merchandise	410	
Total amount recovered		5,870
Balance of loss		$910

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*If an inventory is made, however, your loss on stock is reflected therein and therefore may not be taken as a separate deduction.

How a Small-Town Contractor-Dealer

Meets Big-City Fixture Competition

Emil Ammann Keeps Fixture Trade in Union Hill in Spite of the Competition of Large Stores in New York, Newark and Jersey City — He Knows His Customers

By CHARLES K. VERNON

EMIL AMMANN'S story is not a phenomenal tale of how he became rich over night. It is a story of how, located in Union Hill, N. J., a small, obscure town within the shadows of the large cities of Newark, New York, and Jersey City, he was able to overcome overbearing competition, and in a short period of six years become the leading fixture dealer in his community.

Mr. Ammann's achievement is particularly valuable because it is the simple story of a man who went into the fixture field with definite and sound ideas, and carried them out intelligently, and because the path he travelled was one that any small fixture man may follow with equal profit.

When he started in 1918, Mr. Ammann's plan was to conduct a general house wiring and lighting fixture business in the same way that hundreds of others have done. Before he was in it very long he came to the conclusion that the fixture business was due to become more than a sideline to contracting, that it was developing into a distinct business, almost a profession.

Building Boom Stimulated Interest in Artistic Designs

The building boom with its "own your own home" idea began about this time. Many persons who had been tenants were becoming home owners. Their interest in their homes was becoming more personal. They were learning rapidly the technical and artistic features of building. This meant that, so far as lighting fixtures were concerned, the days of limited designs and stereotyped ideas were about over. Selling fixtures was becoming an art.

Although the old shower and body fixtures would have their vogue, the real future lay in fixtures designed artistically. The manufacturers were recognizing this already and more and more fixtures were appearing conceived along sound principles and according to the finest traditions of the mechanical arts.

Mr. Ammann decided that this development called for changed methods of merchandising, and that success meant more than merely "handling" fixtures, that he had to be "a fixture man." The subject required study. For one thing, he read several of the publications devoted to house building and decoration. He was determined to know at least as much as his customers did, and they were always reading this literature.

He procured the publications on lighting that were being issued by the lamp manufacturers and learned something of the science of illumination and its progress. He kept in touch with the progress made by the fixture manufacturers themselves. In this he was especially aided by the trade publications, in their news columns and advertisements.

As he was going to be a specialist on lighting, Mr. Ammann felt that knowing fixtures only was not going

How Ammann Turned the Tide

By making lighting a specialty, Emil Ammann, contractor-dealer of Union Hill, N. J., turned the tide of local fixture customers from New York, Newark, and Jersey City to his own store. He did it by—

Keeping up with trends in fixture designs by reading trade magazines and manufacturers' literature.

Keeping posted on the progress in the science of illumination by reading lighting publications issued by lamp manufacturers.

Studying the public's wants by going out with his wiremen on wiring jobs.

Making his store attractive as "a store" and not as "an art gallery or museum."

Making definite recommendations to wiring and fixture customers before trying to sell them his fixtures or service.

to get him very far. He had to know his public also.

This knowing the public was not a difficult matter for him. He was enjoying a good reputation as a wiring man, and, being constantly in demand, he came in contact with every class of buyer in his territory. He talked fixtures and fixture ideas at every opportunity; at first merely to find out conditions and later to put his own conclusions to the test of actual sales.

"The population of this town and adjoining communities consists mostly of middle class working people, an average city, I should say," Mr. Ammann said, in the course of our talk. "I found that, although their tastes were largely along conservative lines, they were always receptive to new ideas. There always was some demand for the old body fixture with glass-ware, but they expected it to be modernized and not too freaky.

Found Field for Newer and Better Fixtures

"Much to my surprise, I found that there was a field for the newer and better fixture. The periods of design were astonishingly well known and sought. Candle fixtures and brackets and the simpler crystal designs were growing in demand. However, when they wanted any of this better class of merchandise, they went to New York or Newark for it.

"I found that a large part of the more desirable business was going to the cities because people did not believe it was possible to get the best fixtures in town. What actually was being purchased in the cities were goods that any local dealer could easily have handled at prices just as reasonable as those quoted in the cities. I decided that there was no good reason for this out-of-town trade to continue if properly taken in hand. It was an attractive field and I determined to invade it.

"Of course, it was no easy thing to do. I was handicapped from the beginning by the glamour which big city buying always has for the buying public. To be able to say, 'I went to New York especially for this,' has a certain fascination and it surely was a high hurdle to jump. In addition to that was the belief that one could buy better in the large city than in the small one."

Had Advantage in Knowing What His Community Wanted

Mr. Ammann had an essential advantage over the dealers in the large cities in that he knew what his locality required. He did not have to carry as diverse a line as those merchants who were catering to many communities. The element of service also worked to his advantage.

No matter how efficient an organization, the factor of distance is against the one who is further away, provided every thing else is equal. He was close at hand; people could come to make their selections at their convenience with no loss of time in travelling. He could make deliveries faster, give repair service more rapidly, and make exchanges without trouble.

"The most difficult thing to do," continued Mr. Ammann, "was to persuade my prospects to come to my store. It surely did require an awful lot of persuasion at first. When New York was mentioned, I invited comparisons as to both price and selection. Sales gradually became easier and surer.

"Before the tide of customers was turned away from the city, I had to make some changes in my store. The basic idea of the large city show-room was good, but such a show-room in my store would have been detrimental. I was a fellow townsman, and it would have counted against me just as if I suddenly had become swagger in my personal behavior.

"I had to keep the same general atmosphere of the kind of store my trade was accustomed to in town, and at the same time display my wares to their greatest advantage. It seemed almost as hard as making the North and South Poles meet. By making the changes gradually, while doing a great deal of experimenting, I was able to get about the effect I wanted.

Found It Necessary to Mingle the Various Grades

"I had to carry quite a line of the old fashioned and cheaply priced fixtures to meet the demand. It was also necessary to have more modern and expensive lines for customers with big town ideas. I could not afford to overawe the cheaper buyer and yet had to impress the other kind. I solved it more or less satisfactorily by mingling the different grades.

"This problem of display is almost impossible to answer for everybody, but my solution works well for me. I keep my living room fixtures together in one room, and my bedrooms in another and so forth. The dining room fixtures are rather scattered among the rooms for I find it best to show them over tables, and one or two tables is all that I can put in one room.

"The decorations, while designed in as good taste as I know how, are purposely kept rather subdued to avoid the appearance of artificiality. My store is frankly a 'store' and not an art gallery or museum."

A Real Fixture Store— Not a Museum

The atmosphere of Mr. Ammann's store is not created only by physical arrangement. The personality of the boss and his salespersons contribute an air of friendly confidence and efficiency that puts every customer at his ease.

There is little of the aimless wandering about with a prospect that is so disastrous to satisfactory results. The person coming in after having being solicited is met with a tentative selection made by the salesman who has gone over the house and has familiarized himself with his prospect's tastes. The impression of personal attention that this gives is invaluable.

"When Mrs. Customer comes in to select her fixtures and is met by someone who is able to describe her living room to her and explain why a simple one-light bracket at each side of the fireplace is better than the elaborate thing she had in mind, it gives me an advantage that the city man is not able to overcome," remarked Mr. Ammann.

It obviously is impossible to know intimately every job in the territory, so as business increases and his reputation spreads, many customers come in unsolicited. In such cases, Mr. Ammann's policy is to find out all he can about the prospective job from the customer before he starts to show any fixtures.

Gets All Possible Information from the Customer

When he finally gets to making the selection he lights up only those in which he thinks his prospect would be most interested. In all cases he impresses his customer with the fact that he is interested in more than merely selling some lighting fixtures, that he is vitally concerned in seeing her get the proper lighting effects that conditions demand. He does not hesitate to voice his opinions courteously, and to suggest changes where he feels the customer has made a poor choice.

This method of handling visitors, Mr. Ammann finds, not only pleases them but it tends to increase the amount of the sale when finally made. He thinks that fear of competition, and the greater fear that running up the total might kill the transaction, has kept many a dealer from making a sale and actually has driven many a person to New York. He discovered that the amount of the bill is not the factor that makes or spoils a sale.

This fear of making a job too expensive applies equally to the wiring end of the business. In laying out houses for wiring, recommending adequate outlets for base-plugs, fixtures and convenience outlets, he rarely loses jobs. There are altogether too many inadequately wired houses, because many contractors are afraid the prices will seem too high.

This idea works out to the advantage of all parties, and particularly to the contractor-dealer. Every fixture outlet is covered by a fixture, of course, and every convenience outlet is there to encourage the purchase of appliances and lamps. Mr. Ammann's lamp and appliance business has kept pace with the increase in fixture sales.

He tries to figure on every building in the district that seems to be desirable business. Where special designs are involved, he makes arrangements with several Metropolitan manufacturers to co-operate.

Although he tries to keep the atmosphere of his store within the bounds mentioned, Mr. Ammann is particular about the pieces he keeps on display. His line must be representative and choicy. The wall and ceiling space is limited, too limited to permit the hanging of "show pieces" merely for show. Every outlet must be equipped with a revenue producer. He finds it cheaper to scrap a fixture or discontinue a line than to permit it to occupy space that a business-getter might use.

"Constantly changing and freshening up the display tends to show the public that you are progressive," says Mr. Ammann. "It also has a marked beneficial effect on the salesforce. A changing atmosphere is never stagnant."

Attracting Attention to a Window Display

An electric-light flasher, such as is used on moving electric signs, has been put to work by W. F. Irish, electrical dealer in New York City, to attract attention to his window display.

On a board running the full length of his window flooring, he has mounted a series of lamp sockets into which are inserted various colored electric lamps. Each socket is hooked up in circuit with the flasher.

Pittsburgh "Home Electric" Features Prices of Equipment

"Electric Home III," exhibited during the month of November by the Electric League of Pittsburgh, was designed and built by E. Crump, Jr., well-known architect and builder, and loaned to the League for the period of the exhibit. As the Home Lighting Contest was being held locally at the same time, the attention of visitors was directed to the lighting equipment both by placards and descriptive booklets. In addition, lighting primers were distributed.

Probably no more interesting brochure has been prepared for distribution at electrical homes than that which was given out to visitors at this exhibit. This booklet gave a complete description of all wiring and appliances, as well as a sketch of each room giving a key number and price of each piece of furniture, wiring equipment and appliance.

Other features of the home electric were:

All outlets installed 14 in. from the floor;

Electric and gas meters visible from the outside;

Electrically operated oil heating plant;

Electric heater permanently installed in bathrooms;

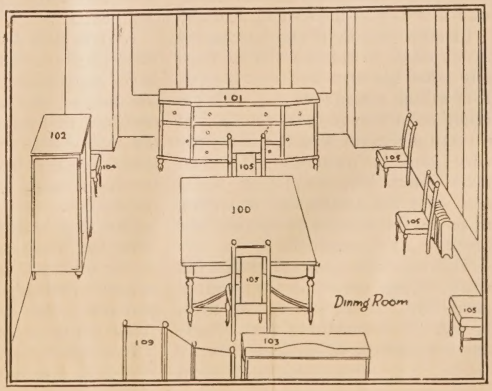
All fixtures shaded, conforming with instructions of Home Lighting Contest;

Radio outlets in living room and bedrooms.

Plans are now under way by the Electric League of Pittsburgh to follow up the Home Electrical with a Red Seal Campaign. George T. Barrows is the new president of the League.

The illustration, reproduced at right, is from the booklet describing the Home Electric held recently in Cleveland, and is keyed in order that visitors can learn the prices of equipment.

Table, $159.75; sideboard, $319.75; china chest, $229.75; serving table, $148.75; 1 arm chair, $54.50; 5 side chairs, $42.50 each; ceiling fixture, $10-30; waffle iron, $12-18; percolator, $5-35; grill, $10-13.50; candlesticks, $5-15; bracket fixture, $1.75-13; convenience outlet, $5-7; floor outlets, $5-7.



Store Problems of the Retail Merchant—II

Some slack hour, leave your store in care of an assistant and take a walk around to study your neighborhood

"Buying for the Community"

Knowledge of Customers' Business, Living Conditions and Responsibilities, as Well as Community's Buying Power, Take Speculation Out of Retailing

By LAWRENCE A. HANSEN

WE WERE returning from a convention of retail merchants in the Middle West. Seated opposite me were two business men. From their conversation I soon learned that one was a retail merchant and the other a purchasing agent for a large concern in his city—a purchasing agent and a retail merchant animatedly discussing common business problems.

Listening to their conversation, few persons would recognize how similar their jobs really were. By looking behind the scenes and watching each at his work, we can see that their jobs are pretty much alike.

The purchasing agent buys for a large concern. The average retailer buys for his concern, the community. The purchasing agent buys what he knows his firm wants, and the retailer buys what his firm, the public, wants or can be induced to want.

In other words, if the purchasing agent wants to hold his job, he must buy what his firm wants at a price it is willing and able to pay. This is really no different from the task of a retail merchant who wants to stay very long in business. He must know what the community wants and what the community is willing to pay if he expects to succeed and continue as a merchant.

This is where many merchants fall down. They see what they call "a good buy." It has quality. Its price is low. It is something new. These are the first thoughts that come to the mind. But how about the firm? How about the community?

The important question is: Does my community want this? Will it appeal to them? In other words, Can I sell it to my trade?

These are facts the merchant should know before he buys, before he even places his order. Technically we call it "Measuring a Market." Actually it is "knowing your customer."

Definite Preliminary Planning Will Avoid Useless Expense

This "measuring a market" or "knowing a customer" is a costly job. The expense of getting information about your customer, if not watched, may run all out of proportion to the benefits received. My first caution is, plan very definitely what you want to know about your community.

A great deal depends upon the results of your study. The fact is, I have seen such results to decide whether or not a merchant should continue in business. I have seen the information disclosed by such a study actually being the means of turning a losing business into a successful one.

The first question for the merchant is, "What am I selling? Am I selling electrical appliances? Am I selling radio?" This question answered, the next question is, "Who is my customer?"

This question, "Who is my customer?" is not as easy to answer as it may seem. There are too many considerations to keep in mind before any real answer can be given. The answer depends on living conditions in the community. It depends upon the habits of living, social and personal, and upon the occupations represented in the community's industries.

After learning the answer to the latter question, the merchant wants to know, "How much does my customer spend for the type of merchandise I sell? How much can he afford to spend for this merchandise?

A few weeks ago I visited the store of a friend who was bent on buying an electric toaster. To my question, "How's business, Ed?" he answered gloomily, "Terrible, thanks." The sheriff was almost ready to close his doors. "If only I could move this stock. If only I could sell it. During the last few years business in this neighborhood has gone to pieces," he continued.

The store was well stocked. It had a splendid appearance. Behind the counters waited an ambitious and enthusiastic sales force for customers who never came.

Somewhere, or somehow, there was a reason for Ed's near-failure.

"Who are your customers anyway, Ed?" I asked. "Where do they live? How do they live? What's their business. How much do they get and——." "Say, Hansen, stop right there," interrupted my friend. "Are you trying to be funny at my expense? Why every man, woman and child who sets foot on that door step is my customer. Every man, woman or child is, in the eyes of my sales staff, a probable sale. Do you think for a moment I have nothing else to do than sit here all day trying to pry into this community's private business? No sir, I am here to sell, sell merchandise."

He was there to sell merchandise, yet he knew nothing about the persons to whom he was selling his appliances. "All right," I agreed, and I walked out. The rest of the morning I spent in trying to answer the questions I had put to Ed.

For a half day I paraded up one street and down another visiting this merchant's immediate territory.

After asking questions of the milkman, the postman and the grocer, I learned that this community had changed. New factories had come into the city and districts had moved. Where once this district had been all one and two-family homes, it was now thickly built up with apartment houses.

In going further in my investigation, I found that all of the apartments were of the two or three-room type. The rooms were just large enough to turn around in. The tenants were young people, young married couples. Both man and wife worked in order to pay the $60 a month rent.

Three Reasons Why Larger Appliances Didn't Sell

There wasn't any room for a large washing machine in the first place. In the second place large ones were too expensive for these families' earning power. And all of their washing was done by a commercial laundry. Three very good reasons why the larger appliances did not sell, and perhaps at least one good reason why the smaller ones didn't sell. They cost too much.

Back to the store I went. "Ed, put on your hat and coat and come with me. The trouble with you is that you are trying to sell what your community can't afford. If they could they haven't any room for it. That's the answer to your problem. That's why you are not making money." He went over the same ground as I did and saw for himself. He was convinced. He agreed that it does pay to know something about the other fellow's business especially if you are a merchant.

What did he do? He stopped pushing the sale of these large appliances. He stopped pushing the high priced toaster. In fact, he did something further. He stopped part of his newspaper advertising. Why? Because he realized he was spending a lot of money for advertising which did not concentrate on this community.

Instead of advertising in newspapers he changed his policy to direct-mail advertising. He had an accurate mailing list for this territory made up from the city directory. He checked it with automobile owners in this territory. Every six months he would check again with the marriage bureau to see who had been married. He made a friend of the postman.

"Know Your Market"

"Who is my customer?" "Where does he live?" "How does he live?" "What's his business," etc., are all questions the merchant should be able to answer, says Lawrence A. Hansen in this article.

The retail merchant should know his customers. He should know what they want, when they'll want it, and what price they will want to pay.

Knowledge of these facts will help the electrical merchant to succeed. It takes guesswork out of buying. It keeps inventories small, and directly increases profits.

Kept List Up-to-Date—Sent Out Circulars

Any new people moving in on his route were immediately recorded in Ed's records. From time to time he would check this list. He would send out descriptive circulars describing his merchandise. He would tell these people what he thought they should buy.

He knew what to say to them because he knew whom he was talking to. He could tell them how the toaster would help them get away earlier in the morning, and still give them good toast. He knew what to sell and how much to charge for it, because he knew his customers. *A losing store was made profitable because the merchant studied his market.*

But there are other ways of measuring the market. There are other ways of knowing customer demands. Study the records of last year's business. What period of the year did certain merchandise sell?

Sales Vary with Prosperity of Community

What appealed to the customers? What merchandise went big, as we say? Watch these sales periods and adjust your stock accordingly. Buy only what customers demand, or can be induced to want.

Regulate your buying with this demand and remember this demand will vary with the purchasing power of the customer. It will vary with general prosperity of the community.

If employment is large, if factories are running at full time, if business in general is prosperous, the retailer can expect good business, only if he keeps in mind these customer characteristics.

No merchant can hope to succeed without knowing *how* he is going to sell what he buys. Without knowing first and foremost *where* he is going to sell his merchandise, and lastly *who* is going to buy what he has to sell.

Time and money used in this work is rewarded if spent with good judgment. Advertising costs are cut. Advertising may be concentrated to the community you serve. Buying will be made easy. You will know what to buy because you will know what will sell.

Again your selling staff will know how to sell. How to shape their sales talk to fit the customer.

When a merchant makes a definite effort to serve a community in this way he becomes a real "purchasing agent" for it. He builds public confidence and he makes a lasting place for himself in the retail business of his city. He does not simply buy and sell. His position as purchasing agent is secure because he really *serves the public.*

* * *

"A Store Organization," oftentimes referred to as "the soul of a retail store," will be discussed in the next article of this series; appearing in the March issue of "Electrical Merchandising." How to select a staff, where to look for sales employees, and how to train them, will be discussed in the practical language of the merchant.

Answers to Questions on the Code

Discussion of Wiring and Construction Problems—Nationally Known Authority Answers the Questions of "Electrical Merchandising's" Readers

By VICTOR H. TOUSLEY
Chief of Electrical Inspection, City of Chicago
Member of Electrical (Code) Committee, N.F.P.A.

Adding Additional Service and Switch

QUESTION: *Where service switch and mains are loaded to the allowable capacity and the expense of adding a small desired load practically prohibits the increasing of the capacity of the mains and switch, is it permissible to install one additional service and switch for the added load?*

ANSWER: The problem presented in the question above constantly confronts contractors and inspection departments. The code offers no answer to it. Rule 405 requires a switch at the entrance of the service wires to a building but this rule does not limit the number of such switches that may be used. The primary purpose of the service switch is to afford a ready means for quickly and completely cutting off the current from a building. The operation of only one switch is the "quickest" means that can be provided. To operate more switches than one consumes an amount of time depending upon the number of switches to be operated.

Where for instance an underground service stub supplies a building originally unwired and requiring that each tenant in the building supply his own wiring, the number of service switches sometimes runs up to 20 or more. The impossibility of quickly cutting off the current in a building of this kind is obvious. On the other hand, it is impracticable to require each new tenant desiring service to increase the size of the existing main and service switch. Some cities have solved this problem by the public service company supplying the service switch. Most cities have standard rules governing this matter and it is suggested that the questioner consult his inspection department as to the proper procedure in the specific case. Inspection departments can, very often, obtain a complete wiring of the building by the owner, thus eliminating the difficulty.

Fishing New Work Amid Knob-and-Tube Construction

QUESTION: *A building was originally wired with knob and tube work. Switches were not provided for any of the fixtures and they now want switches put in. Can I use BX for these switch runs?*

ANSWER: The code does not specify the particular conditions or locations where armored cable can or cannot be used. The matter is left to the judgment of the inspection department having jurisdiction. Some localities however prohibit the use of armored cable for the purpose specified for the reason that on old knob and tube work it is not always possible to determine just where the wires run, so that in fishing in armored cable it may be easily possible to pull the cable across some of the concealed wiring. This procedure has been the cause of fires.

Unless the exact conditions are known, it is better to fish wires in loom, and even with loom care must be exercised not to disturb any of the concealed wiring. The particular inspection department concerned should be consulted.

Outlets for 220-Volt Appliances

QUESTION: *What type of convenience outlet should be used in residences for the connection of 220-volt portable refrigerators?*

ANSWER: The code makes no distinction between receptacles intended for use with 110 volt devices and those intended for use with 220 volt devices. So long as the particular receptacle used has a 220 volt rating no code rule will be violated. It is advisable however from a safety standpoint to use for the purpose mentioned some type of receptacle

Regarding Mr. Tousley's Interpretations

In the Question and Answer department of *Electrical Merchandising* Mr. Tousley's replies to the various questions are not to be considered in any way as official or authentic interpretations of the National Electric Code.

Probably no similar code of rules is more generally used or more uniformly interpreted than the National Electric Code, and while it is the object and purpose of this department to assist in a more general and more thorough understanding of the purpose and intent of the code rules still it is realized that some of the rules permit of varying interpretations. It is advised that in every case the questioner be guided by the inspection department having jurisdiction.

Wherever in these discussions there may be a difference of opinion as to the intent or interpretation of a particular rule, *Electrical Merchandising* would be glad to have your views on the matter. Address your communications to: Editors, *Electrical Merchandising.*

and plug differing from the present receptacle commonly used for convenience outlets. The difference between these receptacles should be such as to make it impossible, or at least very difficult, to insert the standard attachment plug into the receptacle intended for 220-volt devices. While the use of 220-volt equipment with attachment plugs is now quite limited it is possible that such use may be gradually extended, and although outlets provided for this purpose will be generally used only for the particular device for which they are intended, still there is a possibility of a tenant attempting to use the receptacle either temporarily or permanently for the attachment of 110-volt devices.

Wiring Traveling Crane in Shop

QUESTION: *In wiring a traveling crane is it necessary to provide a main line switch in addition to the switch in the cab? If such a switch is required where should it be located? Also, is it necessary to ground the crane?*

ANSWER: Rule 3006a reads: "The main collector wires shall be protected by a cut-out, and the circuit shall be controlled by a switch. The cut-out and switch shall be so located as to be readily accessible from the floor." Rule 3008 reads: "Motor frames, tracks and the entire frame of the crane shall be grounded as prescribed in Article 9 of this code."

The code requires a main-line switch connected in the feeders at a point before they reach the main collector wires. This switch must be readily accessible from the floor. Although the rules do not specifically so state in the case of cranes, the general motor rules, and due regards to safety to life, require that the switch be placed at the crane and within sight of the apparatus controlled.

Accidents which have occurred on traveling cranes bear out the wisdom of this requirement. The crane runway should be grounded, using a ground wire in accordance with the requirements of Article 9. This ground wire should be attached to the main structure of the crane and if the rails upon which any part of the crane operates are insulated from the metal work of the crane proper these should be specially grounded to the main crane frame.

It may be assumed that traveling cranes constructed entirely of steel are sufficiently grounded through their construction but often the main frame rests on concrete bases which serve to insulate it from the ground. Fatal accidents have occurred from the failure to strictly comply with this rule.

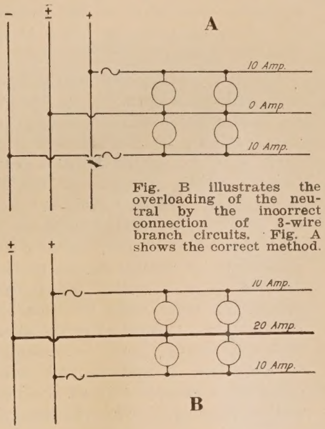


Fig. B illustrates the overloading of the neutral by the inocrrect connection of 3-wire branch circuits. Fig. A shows the correct method.

Three-Wire Branch from 2-Wire Mains Prohibited

QUESTION: *Is it permissible to run three-wire branch circuits from two-wire systems?*

ANSWER: No Three-wire branch circuits cannot be run from two-wire systems. In every three-wire branch circuit on a direct current system, for instance, there should be a positive wire, a negative wire and a neutral wire. As two-wire mains consist of either a positive and a neutral or a negative and a neutral the three essential wires of the three-wire branch circuit, mentioned above, cannot be obtained. The figure above shows what occurs. In A is shown a typical three-wire branch circuit properly connected. In this case current flows through the positive wire of the branch circuit, then through the two sets of lamps in series and back on the negative wire.

With an evenly balanced load no current flows through the neutral wire and even with an unbalanced load the neutral carries only a current equal to the difference between the currents on the two sides of the neutral. In B is shown the incorrect method of connecting three-wire branch circuits. In this case, with a load of ten amperes on each side of the neutral, there will be ten amperes flowing out on the upper wire and returning on the neutral. Likewise there will be ten amperes flowing out on the lower wire and returning on the neutral wire. The neutral wire will therefore have a load of 20 amperes and will be overloaded. On two-wire systems all branch circuits must be two-wire.

Separate Ground-Wire for Fixtures

QUESTION: *In rule 1403 (3) I do not understand what they mean by a separate ground wire not smaller than No. 14, unless it means the ground wire of the circuit which goes to the screw shell of the socket. In regards 1403 (1) I would say it was not necessary to ground the shell of the socket on knob and tube work or else use insulating joints.*

ANSWER: The intent of rule 1403 is to permit the omission of the insulating joint and the canopy insulator wherever straight electric fixtures are used and where the metallic structure of these fixtures is permanently and effectually grounded.

According to the rule the metallic structure of the fixture can be considered as permanently and effectually grounded where the fixture is directly attached to a conduit system, armored cable system, a properly grounded gas pipe or where it is connected to a special grounding wire. Rule 1403-a-3 refers to this latter method. A separate wire of not smaller than No. 14 is properly grounded at some point. It is carried to each fixture outlet and a connection is made between this wire and the metallic structure of each fixture, thus grounding the fixture as effectively as though it was attached to a properly grounded conduit system. This common ground wire is, of course, only used on knob and tube work or fish work and with its use there will always be at least three wires at each fixture outlet, two of which are circuit wires and the third the grounding wire.

It must not be understood that the metallic structure of the fixture can be connected to the grounded wire of the *circuit*. The ground wire must be a "separate" wire. Rule 1403-a-1 is intended to permit the omission of the insulating joint where there is no question of the metallic structure of the fixture being thoroughly insulated from the ground, as, for instance, where the fixture is attached to a wood block or to wood molding. Where metal ceilings or wire lath are used however, there is always a liability of the metallic structure of the fixture being in contact with the metal ceiling or wire lath and if this contact is generally a poor one it may easily cause a fire should the frame of the fixture accidentlly become alive.

For this reason insulating joints are required on metal ceilings or where metal lath is used, excepting however, the case when a common grounding wire is used as described above. In all cases fixture sockets should be so poled that the screw shells will be on the grounded wire of the circuit where such wire exists. The omission of the insulating joint has no bearing whatever on the matter of the connection of the screw shells of sockets to the grounded circuit wire. This is specifically covered by rule 1402b.

Demand Factor Not Covered by Code

QUESTION: *Can a demand factor on power installations be considered when estimating size of mains and branch mains?*

ANSWER: The National Electrical Code contains no rule on this particular subject. The code presumes that the table of carrying capacities in Rule 610 will be complied with and, so far as the matter of inspection is concerned, the application of this rule is not so difficult. For the contractor or engineer however, who is laying out a proposed system the code offers no specific guide. The size of mains must be determined by the engineering knowledge of the person who is supervising the layout of the system. If, in the final inspection, the mains are found to be too small they must be increased.

While the code has undertaken in a number of instances to specify exact requirements, such as the conduit wiring table for instance, it has not yet covered the subject of demand factor. The problem is a large one. There are so many phases of it, so many variables and so many unknown quantities that it is difficult to arrive at anything sufficiently exact to warrant its inclusion as a standard in the code. Some of the inspection organizations and many inspection departments have been working on this problem for years and if the questioner will consult the inspection department having jurisdiction he will be advised as to whatever demand factor the particular inspection department may be allowing. The contractor or engineer will play safe if he will consult the inspection department.

Neutral Must Be Treated as Other Wires Are

QUESTION: *Is it mandatory to use loom on the white or neutral wire where it is necessary to place risers between walls? The system is permanently grounded at the service secondary, distribution being three-wire throughout.*

ANSWER: The problem presented that on knob and tube work "where the usual five inch separation of wires cannot be maintained, *each* wire shall be encased in a continuous length of approved flexible tubing." It will be noted that this rule in no way excepts the white or neutral wire from the standard requirements of flexible tubing protection. In fact, it will be noted that the general rules make no exception of this wire. It must have the usual rubber covering, must be mounted on porcelain insulators and must follow in a general way all the provisions relating to wires in general.

No-Voltage Device on D.C. Motor Starter

QUESTION: *On direct-current motor starters is a no-voltage device required by the Code?*

ANSWER: Rule 1701g covers the point raised in the above question. This rule reads: "Motor starting rheostats shall be so designed that the contact arm cannot be left on intermediate segments. Such rheostats, if intended for use on direct current circuits, shall be equipped with automatic devices which will interrupt the supply before the speed of the motor has fallen to less than one-third its normal." This rule requires all d.c. starting devices to have what is commonly called "no-voltage" or "under-voltage" release.

There are two important functions performed by the no-voltage release. When the supply current is shut off a d.c. motor, the revolving armature causes the motor temporarily to act as a generator. The no-voltage coil of the starter is generally connected in series with the shunt field of the motor and the current generated by the armature flows through the field coil and no-voltage coil tending to hold the starter arm in position with the starting resistance partly or completely cut out of the armature circuit, even though the supply current has been shut off. If, after the supply current has been shut off for a short time it is suddenly turned on again the armature would be left in circuit without its protective starting resistance and damage might result. There is another more important feature however, accomplished by the no-voltage release. Where the supply current has been accidently cut off, the operator of a machine may not know that his machine has stopped due to the failure of the current and may unwittingly begin to work around the machine to determine the cause of the stoppage. If, while he was doing so, the current was, without warning, turned on again, the operator might be seriously injured.

Switch Ahead of Auto Starter

QUESTION: *Where an auto-starter is used on a three-phase motor is a switch required in addition to the switch in the auto starter itself?*

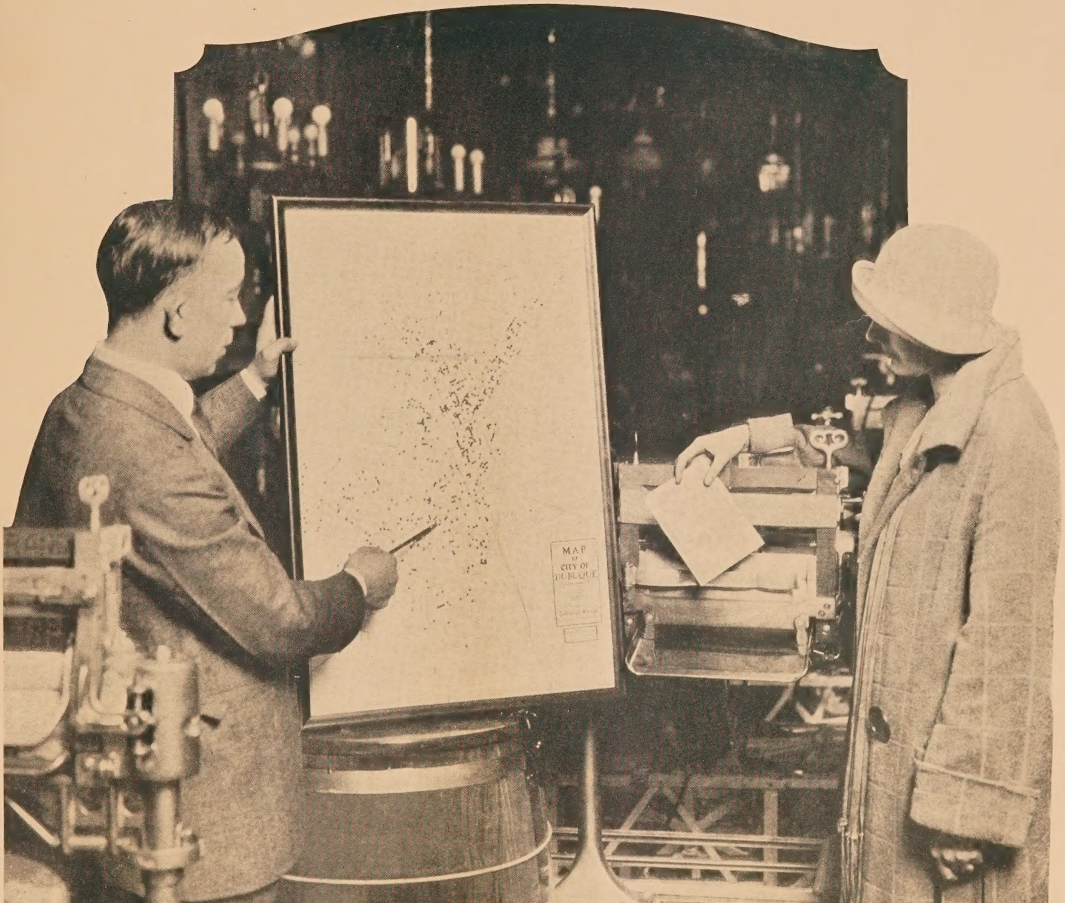
ANSWER: Rule 1003i reads: "Except for auto starters the switch called for in the preceding paragraph may be omitted where the motor starter disconnects all ungrounded wires of the circuit. When auto starters are used a switch shall be provided on the supply side of each auto starter or group of auto starters controlled." This rule plainly requires a switch ahead of "each auto starter or group of auto starters."

Some years ago the code required a switch ahead of every auto starter. Later the rule was modified and the requirement of the switch was omitted. On installations where the switch had been omitted the number of accidents began to increase to such proportions as to warrant the re-establishment of the rule in the code in its present form. Auto starters differ materially from other starting devices due to their particular form of construction and due to the fact that they contain windings immersed in oil. Where there were no means of cutting off the current, workmen were frequently injured when attempting to repair or adjust the various parts of the electrical mechanism.

Too, short circuits or grounds in the transformer windings caused a boiling or burning of the oil and it was quite essential that some means be provided to completely cut off the current. It will be noted that the rule particularly requires the switch within sight of the auto starter. An examination of the diagrams appearing in the Appendix to the 1923 edition of the code will show clearly the requirements of the rule.

Electrical Merchandising *Pictorial*

A Monthly Picture Section of Sales Ideas



"Your Neighbor Has One"

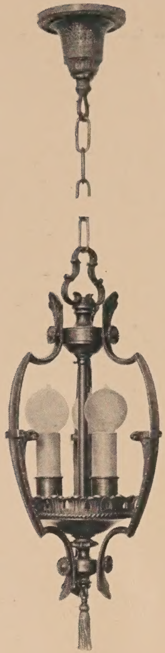
When Mrs. Prospect says:

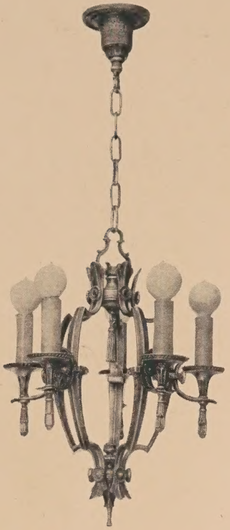
"I like the washer, but I'll have to think it over and let you know."

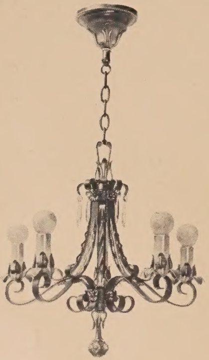
What does the dealer do then?

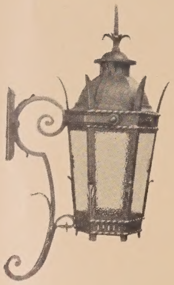
W. F. Appel of Dubuque, Ia., uses the city map. He locates her home on the map and points to the washers from the Appel-Highley Company dotted all around her. She is impressed, because she knows the Mrs. Smiths and Mrs. Robinsons he can point to as pleased users. "Your neighbor has one." It is a sales clincher that overcomes the postponing impulse.

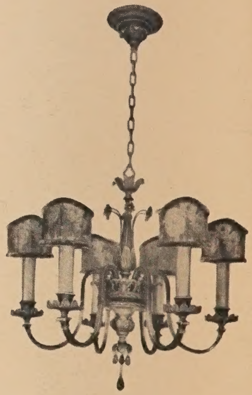
Latest Creations in Fixtures

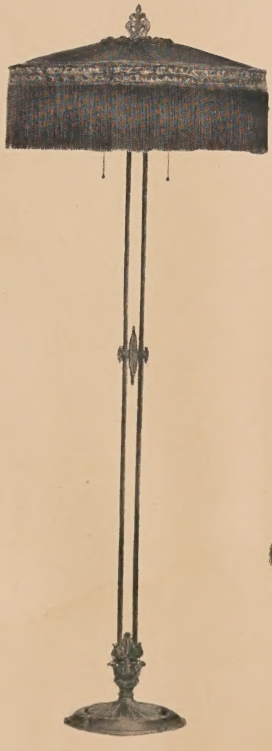


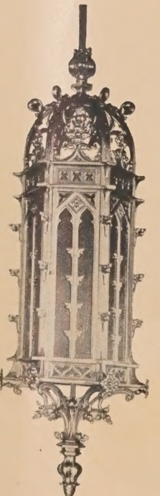




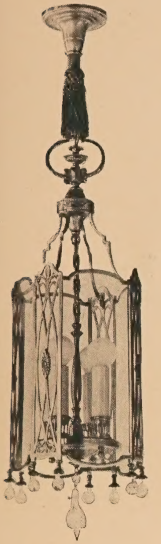


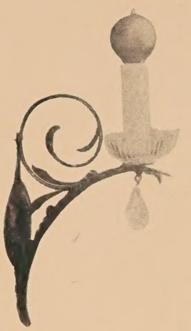


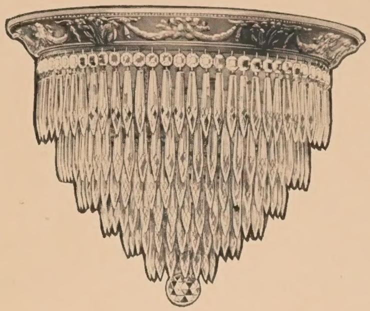


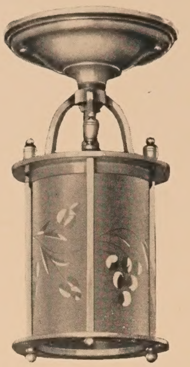


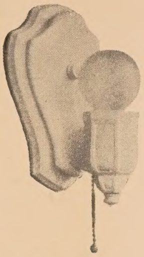
That Advance Lighting as an Art

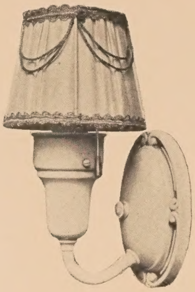


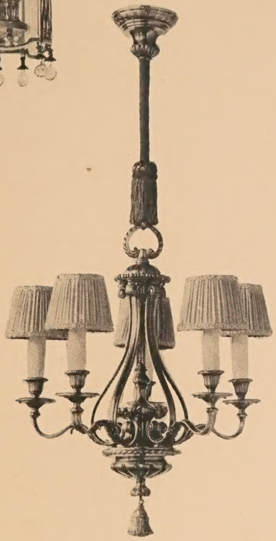


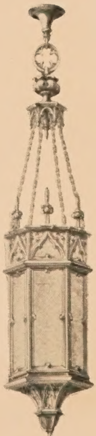


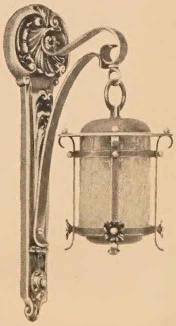




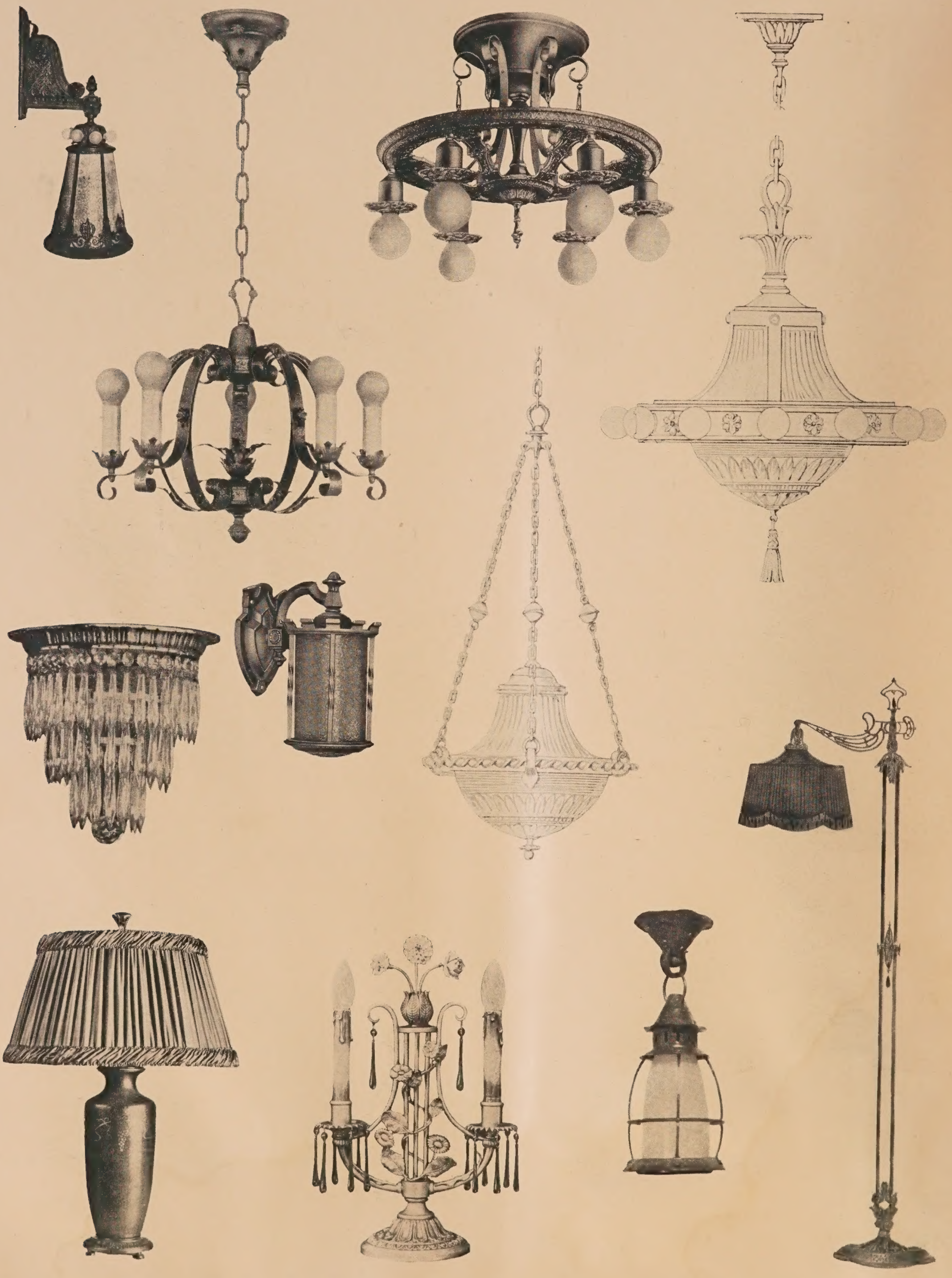




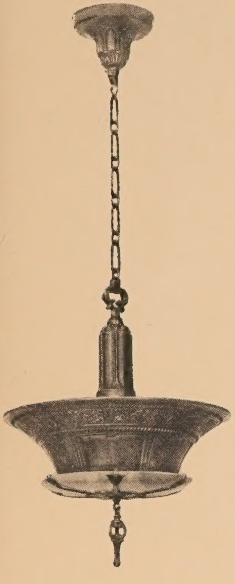


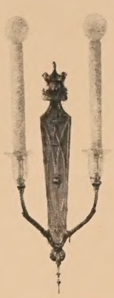


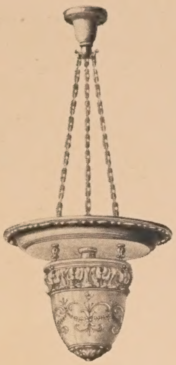
A Pictorial Symposium of the Newest

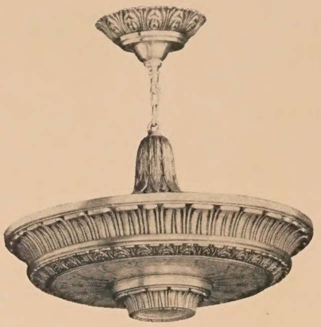


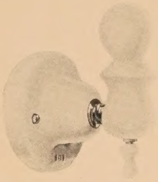
Fixtures Manufacturers Are Offering

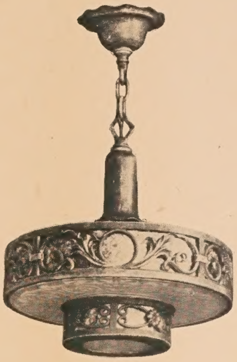


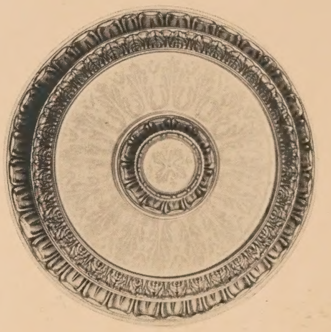


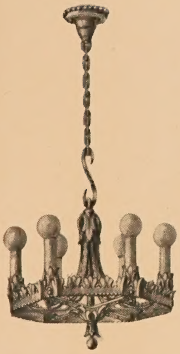


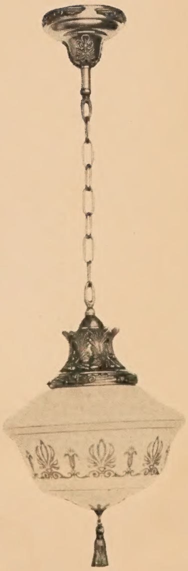


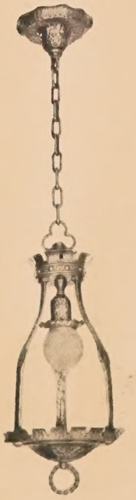


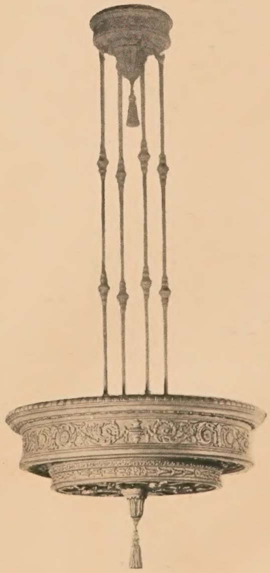


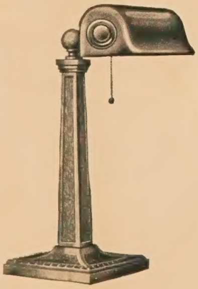












Greater New York buys of Eurekas in November

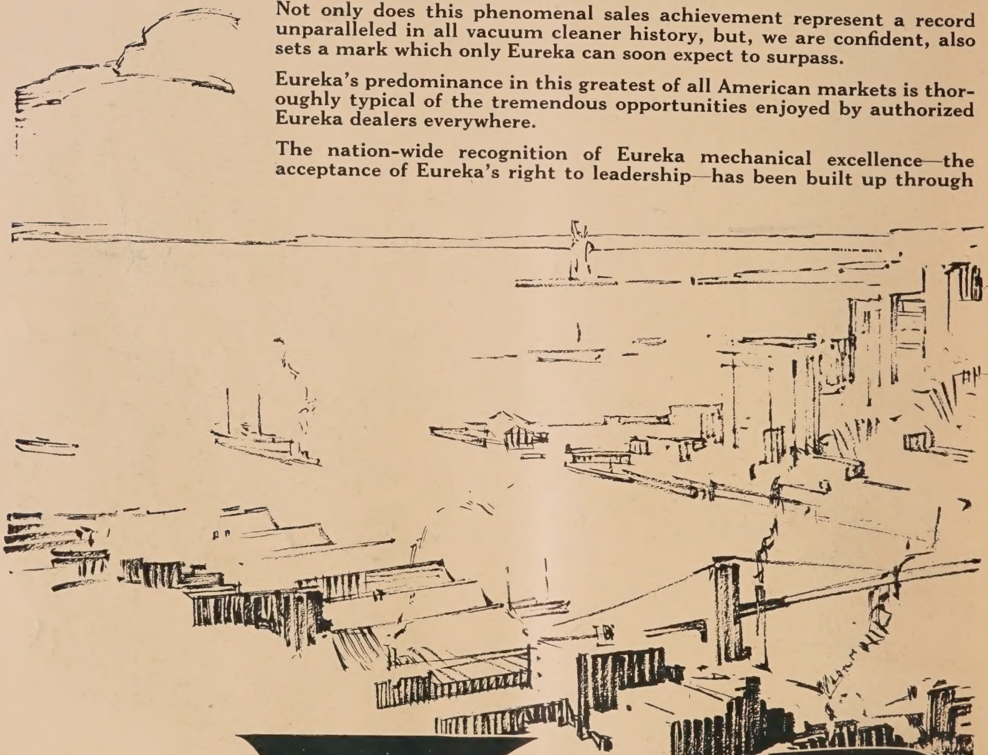
When Eureka's 1922 sales in the Metropolitan New York area exceeded 20,000 cleaners, the achievement was hailed as one of the greatest the electrical industry had ever seen.

Yet at the close of 1924, *in two amazing months alone,* Greater New York purchased almost exactly as many Eureka Vacuum Cleaners as were sold in this same area *during the entire year of 1922.*

Not only does this phenomenal sales achievement represent a record unparalleled in all vacuum cleaner history, but, we are confident, also sets a mark which only Eureka can soon expect to surpass.

Eureka's predominance in this greatest of all American markets is thoroughly typical of the tremendous opportunities enjoyed by authorized Eureka dealers everywhere.

The nation-wide recognition of Eureka mechanical excellence—the acceptance of Eureka's right to leadership—has been built up through



The Grand Prize

EUR

VACUUM

over \$1,000,000$^{\underline{00}}$ worth and December

years of manufacturing integrity, of splendid service to users, of effective advertising and progressive merchandising. It is today an asset of tremendous value to every holder of a Eureka dealership.

This well established asset we offer as part and parcel of the Eureka franchise to desirable dealers who wish to build up a highly profitable volume of vacuum cleaner sales.

An inquiry addressed to the factory will bring prompt response from the Eureka District Manager in your territory.

EUREKA VACUUM CLEANER CO., DETROIT, U. S. A.

Makers of Electric Vacuum Cleaners since 1909
Canadian Factory, Kitchener, Ont.; Foreign Branch,
8 Fisher Street, Holborn, London, W. C. 1, England

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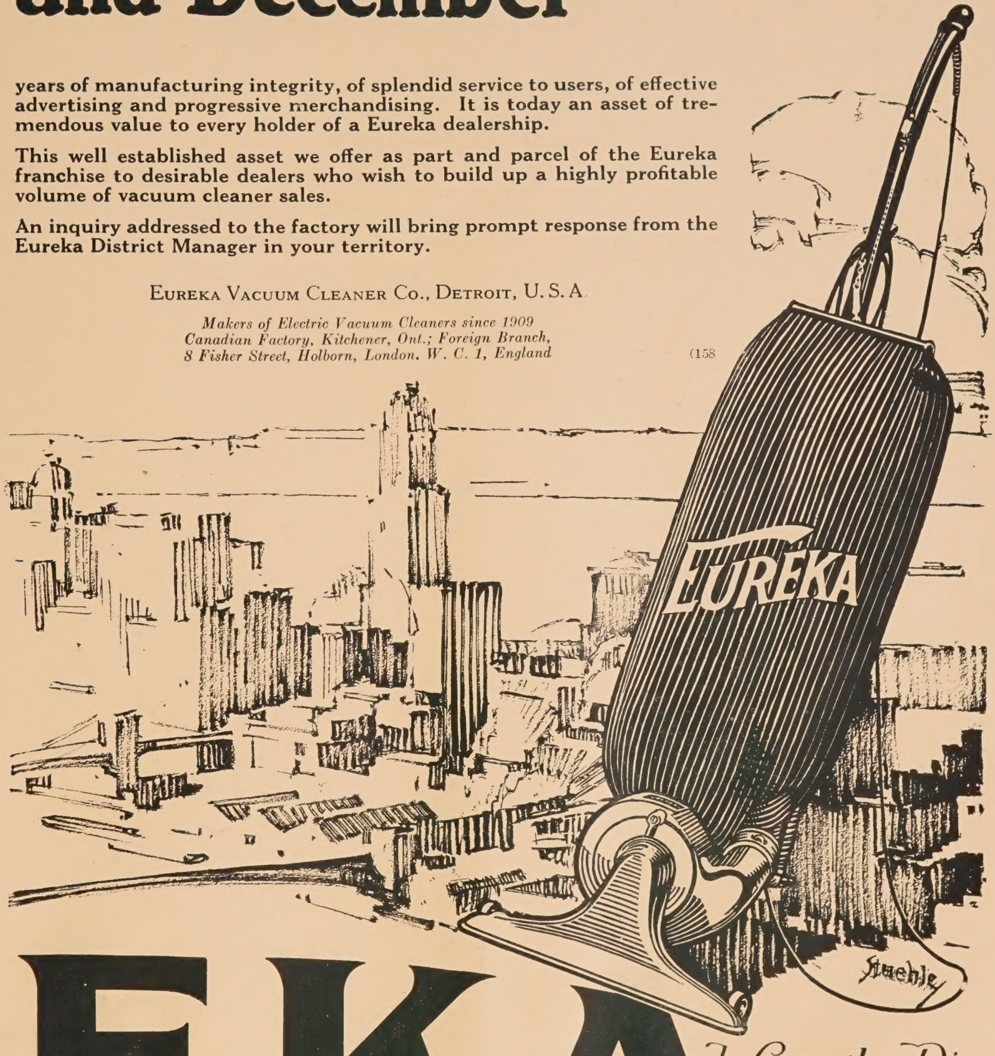


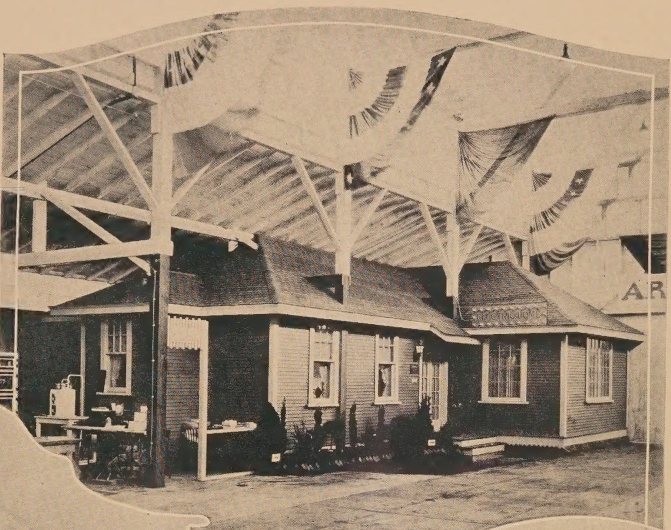
EKA

It Gets the Dirt

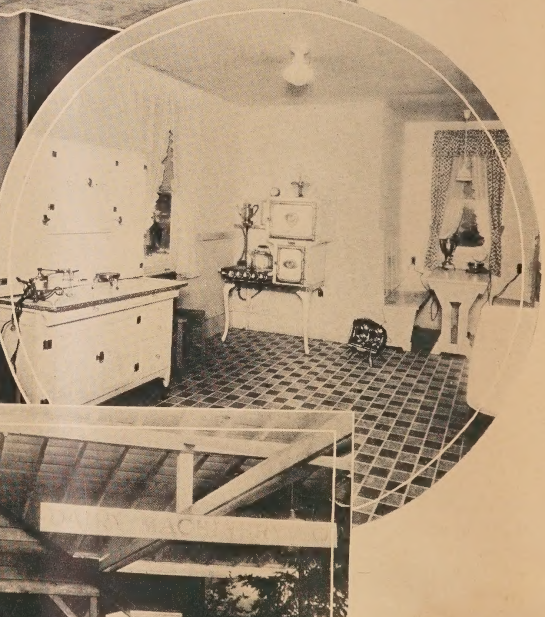
CLEANER

Now We Have the "Farm Electrical"

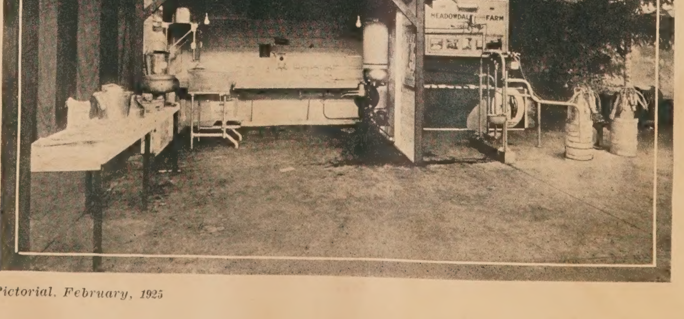
In place of an exhibit of a modern residence in the city district for an electrical home display, the Puget Sound Power & Light Company exhibited a farm electric at the Western Washington State Fair at Puyallup, Wash. The exhibit included a completely equipped electrical house, model dairy, chicken house and repair shop.



Electric equipment in the kitchen included up-to-date lighting, electric range, percolator, heater, waffle iron, hot plate, mixing unit, dishwasher and water heater — everything to lighten the labor for hard-working farmers' wives.



The laundry was fully equipped with electric ironer, washing machine, fan, and hand iron. Domestic water was supplied by an automatic, motor-driven household water system. The farmer long has had a hired man. Now his wife has electric servants.



A modern dairy was equipped with electric milkers, separators and bottle washers. This was displayed in co-operation with the State Dairy Department. A model chicken house was equipped with electric incubators and brooders, and a silo was filled by a motor-driven cutting machine.

"Make It an Electrical Valentine"

New Orleans Gas and Electric Company Displays and Advertises Electrical Valentines—Turns Christmas Slogan to Have New Meaning in February

By WILLIAM BLISS STODDARD

A SUCCESSFUL "Make It an Electrical Valentine" campaign was conducted last February by the New Orleans Gas and Electric Company, New Orleans, La.

The company ran a valentine newspaper ad which had all the earmarks of a conventional Saints' Day announcement—cupids as postmen and maidens receiving hearts, but the merchandise advertised was the acme of practicability — the vacuum cleaner, the motor driven sewing machine, and a dozen or more electric table appliances.

A list of previous purchasers of electric goods was compiled. To each name on the list was sent a buff card in a buff envelope sealed with a heart wafer. The card suggested:

VALENTINES

This little chap has told me the sweetest thing of you,
And if you'll only let him, he'll tell you something, too.

Time was when February 14 was called Sweetheart Day, but now it has acquired a much broader significance and is used by all who wish to remind their dear ones of the love they bear them.

We are ready with a wide selection of electric gifts, of which we invite your inspection.

Make It an Electrical Valentine.

The company's store windows also brought forcibly to mind the appropriateness of electric appliances as valentines. A green felt cloth covered the floor. In the walls of pearl white were little bungalow windows screened with scrim curtains. Birch window boxes were filled with red geraniums, St. Valentine's own color. At both ends and in the center, against the wall, were tall palms (artificial ones could be substituted in a colder climate). Tacked to the trunks were red cardboard hearts on which was printed "Make It an Electrical Valentine."

The beautiful Maxfield Parrish poster "The Spirit of Electricity" hung on the wall, and from palm to palm extended narrow white ribbons, on which were strung little cardboard hearts. Set in a semi-circle around the room were a number of white pedestals, each topped with an electric appliance. At the base of each was a card adorned with a big red heart and among the catchy valentine suggestions were:

Sewing can be done in half the time on a machine that is operated by an electric motor.

A new, sensible valentine suggestion —an electric curling iron.

Name any electric labor saver—if it has been found worthy you will find it here.

I am resolved to have good coffee every day all the rest of my life, which means that I am going to take my wife an electric percolator as a valentine this year.

If a man did the ironing, one thing is sure—all the irons would be Electric.

How would it be to take your wife an electric iron on St. Valentine's Day, instead of a box of candy that so soon disappears?

An innovation in valentines—something electrical — chafing dish, grill, toaster, coffee percolator or tea samovar.

Bath room cold this morning? An electric heater will make it warm in a jiffy. No vitiated air, absolutely safe.

Some people think electricity is expensive. If everybody burned candles and wanted as much light as they now have, illumination would cost eighty times as much as electricity.

In the sales and display room for a week previous to St. Valentine's Day, all lights had red paper shades. At one side was a long table set for a valentine luncheon — electric appliances being used. The centerpiece was a big bowl of artificial red roses, with a red bulb in the heart of each, while the candles at each corner of the table were also electric.

The table was set with the full complement of china, glass and silver, with red heart place cards; while in front of the hostess' seat was an electric chafing dish. A tea wagon close at hand held both an electric percolator and tea samovar, and just behind it was a tall electric floor lamp with spreading red silk shade.

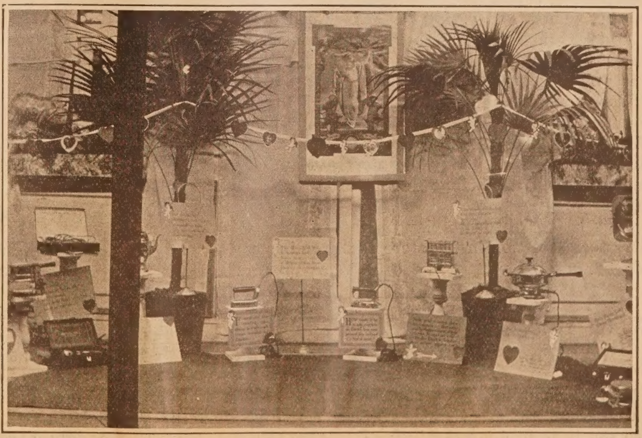
Appliances Dressed for Occasion

Around this main table were a number of others, each holding some one table appliance; and in the background were washers, ironers, dish washers, vacuum cleaners and other more bulky appliances, dolled up with hearts and red ribbons.

One of the best trade-pulling displays was a table heaped high with electric appliances in boxes sealed with red wafers and in many cases tied with red ribbons. Each package bore a little card on which was printed:

The magic darts from Cupid's bow
Have had their day—they had to go.
But if you'll use this gift o' mine
I'll know you are my Valentine.

This room, glowing with a rosy hue, could be seen plainly through the grilled archway that separated it from the main offices, and few could resist the temptation to inspect it at closer range. Once inside, few could resist the temptation to buy.



"Make it an electrical valentine," advised this window of the New Orleans Gas and Electric Company, New Orleans, La. This window tied in with newspaper and direct-by-mail advertising and an interior display.

A green felt cloth covered the floor. In the walls of pearl white were little bungalow windows, the boxes of which were filled with red geraniums. The Parrish poster "The Spirit of Electricity" hung on the wall.

Electrical Merchandising
The Business Magazine of the Electrical Trade

believes that:

EVERY electrical business concern should know its costs both for the protection of its own prosperity and its obligations to the trade of which it is a member.

"Life-Extending" Appliances

CYRUS BARNES, general sales manager of the Tenney companies, Boston, made a real point the other day at an organizational sales convention when he referred to electrical appliances for home service as "life-extenders," and so gave his field men a fresh viewpoint to use in their house-to-house calls. From earliest days in electrical appliance merchandising, the labor-saving convenience of such devices has been recognized, but we have not always perceived how these socket utilities tend to prolong life by doing away with drudgery, making conditions better and raising the standards of living in the home. By lessening "the strain of toil and the fret of care," easing the burdens of home management, and releasing time for other activities and interests to the formerly overladen housekeeper, electrical appliances take their honored place among the materiel of modern life extension service.

The Season of Opportunity

WINTER is a great season for the man who sells electrical appliances. The reason is that the principal uses of electric service in the home today are for light and heat—and these are the months of long evenings and cold weather.

From now until the break of spring people will be spending their evenings indoors—they will be reading and playing cards, they will be making calls and entertaining guests and giving parties. Good lighting will have great importance to them and the dealer who talks lamps and recommends the different types and sizes will build up larger lamp sales.

The warming pad, the radiator, and all the little cooking devices that heat water or broth, coffee, tea or chocolate, waffles, toast or griddle cakes are all particularly appealing, too, while mornings and nights are snapping cold. It brings fine opportunity to every retailer.

This is the season to play up these electrical things. Give them position in the store and prominence in your advertising. It pays.

When You Analyze a "Low Overhead" All the Way Through

THE woman who is overly sure that her children are without fault is usually the one whose youngsters are the bane of the neighborhood. When a small boy turns up with overly clean hands and a desire to help his mother fill the wood-box, the average grown-up grows suspicious.

Similarly the electrical contractor who shows too good a record in the matter of overhead lays himself open to a question as to his method of figuring expenses. It costs money to run a business—there is no royal road for escaping this hard fact. Few contractors can manage a business with an overhead less than 20 per cent—probably none reach a figure under 15 per cent. The man who thinks he is doing better than this is probably leaving out some important element which should be included. He may be overlooking his own salary, or that of his family, or failing to charge in the use of the family car, or the rent for his office.

If you think your overhead is something like 10 per cent, this is nothing to be proud of—you had better consult a business doctor at once and let him diagnose your case.

The Dangers of Special Service

GOOD service is the fundamental of success. Too much cannot be said in favor of perfecting this element of salesmanship. The meaning of service, however, should not be perverted to mean something which it is not.

It is rather the fashion for the wholesale trade to make unlimited promises of immediate delivery and special attention to rush orders,—and for the retailer to offer special deliveries, credit terms and opportunities for return. So long as these things are good business, so long as they do not represent too great a piling up of overhead, they are good service. But service in the end is the furnishing of the goods to the retailer in an acceptable way at the least possible cost, and when these "special services" which can benefit only a few people result in a raising of the price to the majority, they represent a loss rather than a gain.

No business can be built up on special cases. Make your success out of the daily run of sales and render your service through the regular channels of good merchandising.

Checking Up on the Value of Window Displays

THE successful and growing business of the new store of the Electric Furnishing Company in Spokane, Wash., is credited by its proprietors, Messrs. Lawson and Jahnke, very largely to the attractive power of their window displays. The owners have kept careful record of the sales in their present and in the former location and are convinced that the effect of an attractive window, displayed on a well-travelled street, is most potent in bringing business into the store.

Not only have records of goods sold indicated an increase of those articles exhibited in the window, but people have entered the store remarking that it was the window which had brought them in. In more than one instance such callers have insisted upon buying the actual article on display—and it has been necessary to change the window display several times during a week because the material has actually been sold out of it. Color, variety of line, a focus for the attention—and one or more articles a little out of the ordinary in every display are the principles upon which this concern has dressed its windows—and they are principles worth following by others.

Store Lighting—"An Untouched Treasure Chest"

GOOD lighting draws customers like a magnet. This fact was convincingly presented in the recent report by the store lighting division of the Commercial Section, N. E. L. A.

Practical tests were made. Certain stores properly wired and fixtured were selected for the purpose. The number of people to inspect the store windows thus specially lighted was more than doubled. The number of customers increased 12 per cent. The volume of sales increased 29 per cent. The lighting spoke for itself, as there was no newspaper advertising during the period of observation and no special price concessions were given.

There is hardly a line of retail business that would not reflect similar improvement under like treatment. As the report further showed, not more than three stores in ten are properly lighted. Right here then is the reason why hundreds of thousands of stores are going to have better lighting very soon. The appeal of "more business" is irresistible. No wonder then that the investigators call store lighting "An Untouched Treasure Chest."

Every contractor-dealer and fixture man with the ambition to go after the wiring and the fixture end of this business can also dip deep into this same chest.

Target Shield for Radiant Heater Increases Effectiveness

Editor, *Electrical Merchandising:*

Some time ago I purchased a radiant electric heater of the American reflecting type and have recently increased its effectiveness by a simple device. When I spoke about this to friends they ridiculed me, saying heat could not be produced beyond the reflecting capacity of the radiator. My reply was that I claimed no increase of heat but did claim an improvement in its circulation. The idea is not patentable and it is now desirable only to give publicity to it. Here it is.

I had a frame made of small iron piping with the lower ends spread to form feet so the frame would stand upright. Suspended loosely from the frame was a sheet of metal, 22 gauge, on to which were directed the rays from the reflector. This sheet quickly became warm and the warm air in contact with it, rising, caused a flow of cooler air from other parts of the room, so that in a remarkably short time the whole room appeared to be more comfortable than it had been before.

There is on the market a form of sheet-metal lath which consists of staggered openings formed by cutting one side and pressing the area adjacent to the cut so that there are formed oblong holes with projecting shed-roof-like projections. It is called the Bostwick lath. I found that two sheets of this lath hung about an inch apart with the sloping projections on the outside facing inwards, made a very good chimney. As the thin sheets (26 or 27 gauge metal) warmed, the air between them went upward and fresh air from the outside was drawn in, warm from the reflector side, cool from the opposite side, and the circulation was quite rapid.

ERNEST McCULLOUGH,
Africa House,
Kingsway, London.

[*Obviously, the total heat delivered by the heating element cannot be increased. But it is also evident that by projecting the radiant beam onto a thin "re-radiating" sheet in the center of the room, all of the heat, after striking the target, will go to heat the air in the room. Without the target, the beam would strike some opposite cold wall, and there its heat would be largely dissipated in the wall, with very little effect on the air of the room. This will explain Mr. McCullough's improved results in heating the air of the room with the aid of the screen.* —*Editors.*]

Synchronous-Motor Clock Reproduces Eclipses

With a total eclipse of the sun on January 24, and an eclipse of the moon following the first week of the present month, this electric nursery timepiece, with its rotating "earth" and revolving moon (a golfball), has proved an attraction for the kiddies in a New York suburb. A Warren synchronous motor, operated from the 60-cycle 110-volt lighting lines, is geared down to exactly one revolution per minute, and drives the hands of an old clock, serving also to rotate the terrestrial sphere. In the nursery where this unique but perfect timekeeper is used, stars deck the ceiling, in exact reproduction of the January heavens, and the main lighting unit is a 10-in. 60-watt globe to represent the sun, so that all the phenomena of night and day, and of solar and lunar eclipses are continually being illustrated.

"Dealer Helps" the Manufacturers Offer

Show Window, Counter, Mail Advertising and Specialty Aids Offered to Help the Dealer Get More Business

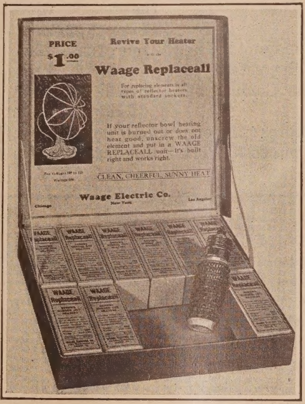
How Much Are Two Hundred Hours Worth?

Most of the arguments in favor of electrical appliances have been associated with their labor-saving qualities; not much has been said about their time-saving features. Yet time is money and money compensates labor.

The electric ironer is, of course, not as well known or as universally used as the washing machine. But it is a newer appliance and has not yet been as intensely merchandised as the washer. Then, too, washday has always been branded as the housewife's most dreaded bugaboo while the ironing operation, fully as disagreeable as washing, is left to shift for itself.

It is a fact that most women themselves, do not realize what time and energy are expended in completing an average-sized ironing. Perhaps a hint or two by the salesman when selling other electrical labor-saving or any electrical appliances for that matter, may start a woman along the road to an ironer sale. Here are a few suggestions the Horton Manufacturing Company, Fort Wayne, Ind., has incorporated in one of its new folders. It is a good material for the salesman to pass along to his customers.

About two hundred hours a year are saved by the use of an ironing machine. In time-saving, it is the equivalent of having four laundresses on the job at one time. Practically all of the ironing may be done on an open-end ironer; no pieces are too large or too small. With the time payment plan the customer may "Iron As She Pays." Here is another interesting feature, the company points out: In a family of five, consisting of two men and three women, the ironing for these people, by the ordinary hand method, took 10 hr. and 40 min. while by the use of an electric ironer, it took but 3 hr. 1 min. or a difference of 7 hrs. and 39 min.—this for one week's ironing.


PRICE
$1.00
Revive Your Heater
Waage Replaceall
For replacing elements in all types of reflector heaters with standard sockets.
If your reflector bowl heating unit is burned out or does not heat good, unscrew the old element and put in a WAAGE REPLACEALL unit—it's built right and works right.
CLEAN, CHEERFUL, SUNNY HEAT
Waage Electric Co.
Chicago
New York
Los Angeles
WAAGE Replaceall

What a Suggestion Will Do

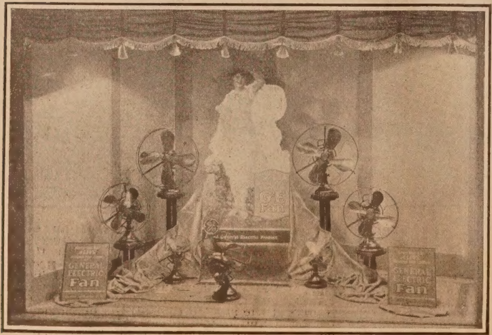
It is unfortunate that each unhappy user of a wayward reflector heater cannot be told that probably the only obstacle in the way of its perfect operation is a burned-out element. While the dealer cannot question each customer individually about the conduct of his electric heater, the little counter display of the Waage Electric Company, Chicago, showing its "Replaceall" unit, can suggest to all who are interested that electric heaters may be revived for one dollar. This display is called by the company "The cash register stimulator" and it is that, too, if placed in a conspicuous place where he who wishes may read.

Demonstrating the Electric Refrigerator by Proxy

To overcome the difficulty of selling an appliance that cannot be demonstrated in the home, the Kelvinator Corporation, Detroit, Mich., has thought of a novel way to engage the customer's attention and keep her interested until the salesman has told his story. The form of this new selling idea may be seen from the accompanying illustration. It is called the "Customer Kit" and consists of a portfolio, the cover of which is made to stand by itself, thereby providing an easel for the charts illustrating points in electric refrigeration.

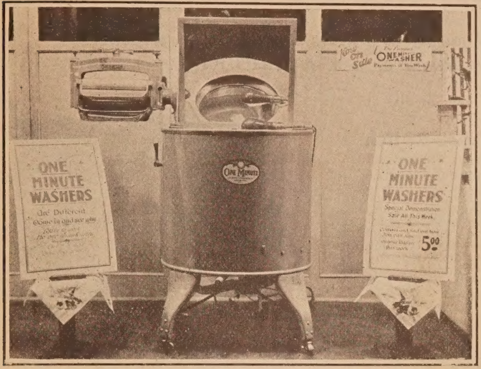
Note how easily the pages turn over and how clearly each point in the talk is illustrated. This kit gives the salesman more confidence in calling upon prospective customers for it provides something tangible on which he can base his sales story.

A Harbinger of Summer Days


General Electric Fan
General Electric Fan

Although the winter snows are still falling, everyone's thoughts are of the spring to come. But the dealer has been planning his spring and summer campaigns since the first of the year. It is timely, then, that electric fan displays be considered. Here is a suggestion for a fan window, prepared by the General Electric Company's merchandise department, using the new 1925 G-E display material. The trim illustrated, is installed in a small triangular window

A Washer Display Without "Trimmings"



This illustration shows but one-half of a "One Minute" washer display put on by a dealer in North Platte, Neb. It can be quickly arranged when the dealer finds that he hasn't as much time as he thought he had to devote to dressing up his windows. To show the action of the machine, a mirror has been placed above it and a portable-light arranged to throw light on the interior. The other half of the window shows the machine unassembled, silently directing attention to the few parts that go to make up the washer, thereby convincing the woman that a washer is as simple to operate as her sewing machine.

The Ward Manufacturing Company, Chicago, is issuing with its electric drying comb a display carton showing how the comb is used and silently selling the idea of drying the hair electrically.

Haag Bros. Company, Peoria, Ill., recently issued a little folder named "Don't Buy Blindfolded," which describes its three types of washers, the oscillator, cylinder and dolly, showing, by illustrations, the mechanical action followed in each type. In addition to this folder, the company has prepared separate folders on its various models.

The Condit Electrical Manufacturing Company, South Boston, Mass., is distributing two new bulletins, No. 421-2 covering induction and synchronous motor panels; and No. 457 covering safety enclosed switchboards with removable truck-type panels.

The Ward Leonard Electric Company, Mount Vernon, N. Y., has issued its Bulletin No. 63 on Vitrohm (vitreous enameled) resistor units.

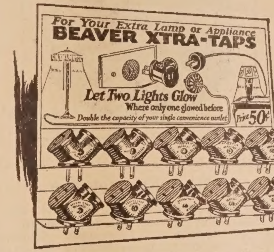
The Roller-Smith Company, 18 Park Place, New York City, is issuing its Bulletin No. 530 which describes two new circuit breakers,—a double-pole "interlocked trip" breaker and a "shock proof" circuit breaker. In addition to these new devices the company calls attention to the convenient listings in the Bulletin, which enable one to locate what he is looking for with a minimum of trouble and time.

The Century Electric Company, St. Louis, Mo., is distributing a folder called, "How Century Polyphase Motors Are Built."

"Hot Air—How to Get the Better of It" is the name of a new mailing piece sent out by the Monitor Controller Company, Baltimore, Md., on its Edgewound resistors.

The Universal Battery Company, Chicago, is distributing a number of unusually-attractive folders and envelope stuffers on its line of batteries. There are some heart-shaped folders on the "heart" of the electric system, instructions for the care of batteries and many other decorative and useful pieces of sales help material.

The Hobart Brothers Company, Troy, Ohio, has prepared several new folders on its HB "Vary-Rate" connector, the HB One Day battery-charging equipment and the HB twin automatic air compressor.


For Your Extra Lamp or Appliance
BEAVER XTRA-TAPS
Let Two Lights Glow
Where only one glowed before
Double the capacity of your single convenience outlet
Price 50¢

Two purposes are served by the new "Xtra-Taps" display carton furnished by the Beaver Machine & Tool Company, Newark, N. J. To the wise, who are already users of plural plugs, it suggests a further use for a compact and neat plural plug and to folks who are not already users of double plugs, it tells the story of greater wiring convenience. The carton is attractive in its colors of black, royal blue and orange.

The Crouse-Hinds Company, Syracuse, N. Y., recently has issued Bulletin No. 2069 on its electric flashing beacon and isolated traffic signal

The Pettingell-Andrews Company, Boston, is distributing its No. 5 radio catalog.

The Kellogg Switchboard & Supply Company, Chicago, has prepared for its dealers many interesting trade helps including cut-outs of the radio bug and his widow, the radio girl headset, apparatus display cut-outs, guarantee signs, radio hand books, calendar-type display hangers and transformer broadsides.

The Florentine Craftsmen, New York City, have issued a loose-leaf folder on their line of handwrought lighting fixtures, gates, ornaments, fireplace goods, etc.

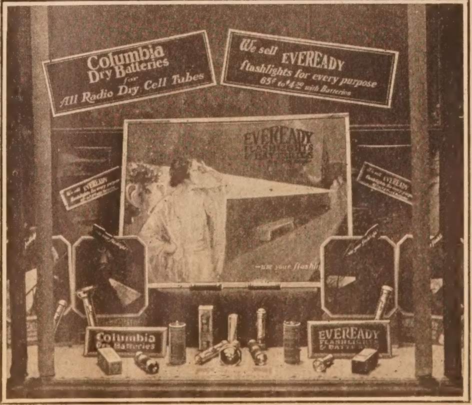
A "Portfolio of Decorative Illumination" has just been prepared by the Lightolier Company, 569 Broadway, New York City, for direct consumer distribution. In this portfolio will be found reproductions of model rooms in various types of decoration, Colonial, French, Chinese, etc., with suggested fixtures for each type. Every application for lighting equipment, including outside entrance and hall, sun room, living room and dining room, kitchen and bedroom, is considered.

The Cutler-Hammer Manufacturing Company, Milwaukee, Wis., has issued a new six-page pamphlet entitled "Two Feet of Electrical Heat." This pamphlet, No. H-2, illustrates and describes the C-H space heater and some of its many uses, such as keeping vaults warm and dry, in negative drying cabinets, in valve houses on fire sprinkler systems, watchmen's towers, etc.

The Warren Clock Company, Ashland, Mass., has prepared a loose-leaf catalog of "Telechron" clocks which is available in a blue standard-size filing folder, properly marked for regular filing. Lockwood & Almquist, Inc., 226 East Forty-second Street, are distributors for the "Telechron" in New York City.

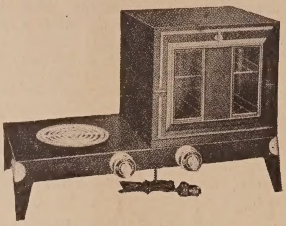
When You Plan a Flashlight Display

"Use Your Flashlight," is the message hammered by the National Carbon Company in its advertising and sales material. The same idea is incorporated in all its new "dealer help" material to enable its dealers to tie up with the "Eveready" advertising program. All you have to do to obtain the display material required for a window trim similar to the one pictured is to send a request for it to the National Carbon Company, 30 East Forty-second Street, New York City. This new "sales help" material consists of the muslin background shown in this display, a set of store cards, appearing in this instance in the right and left foreground, and the metal counter sign. All of these displays are in colors of blue, red and gray.


Columbia Dry Batteries for All Radio Dry Cell Tubes
We sell EVEREADY flashlights for every purpose 65¢ to $4.50 with Batteries
EVEREADY
—use your flashli
Columbia Dry Batteries
EVEREADY FLASHLIGHTS & BATTERIES

New Merchandise to Sell and

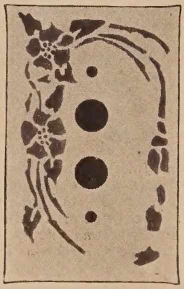
This editorial section is prepared purely as a news service, to keep readers of "Electrical Merchandising" informed of new products on the market.



Electric Range

Electrical Merchandising, February, 1925

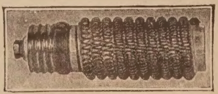
The National Stamping & Electric Works, 3212 West Lake Street, Chicago, is announcing a new line of "White Cross" electric ranges, with models for every need and every pocketbook. There are one-, two- and three-burner table stoves and a two- and three-burner range, with a shelf. Ovens can be supplied for all models. The stoves are finished in black, with nickeled trimmings. All of the ranges have a three-heat control. The model illustrated is No. 102. Exclusive of oven, in two-burner type, it is listed at $14; in three-burner type, $17.50.



Decorative Switch Plates

Electrical Merchandising, February, 1925

Switch plates in any color or any combination of colors, to tie in with the decorative scheme of a room may be obtained from the Cincinnati Galvanizing Company, Cincinnati, Ohio. These plates are heavily enameled, then baked to provide a permanent finish which will not wear off, tarnish or fade, the company points out. They may be obtained in solid color or attractively decorated. Intended retail price, about 20c. each.



Heater Unit

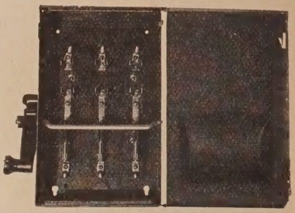
Electrical Merchandising, February, 1925

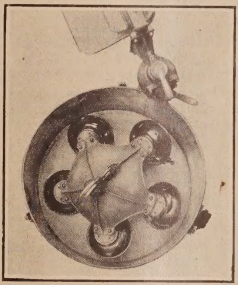
Known as "Replaceall," the new heater unit brought out by the Waage Electric Company, 5100 West Ravenswood Avenue, Chicago, is made to fit all types of reflector heaters with standard sockets. The wattage is 660. Intended retail price, $1.

Safety Enclosed Switch

Electrical Merchandising, February, 1925

The quick operating mechanism of the new switch brought out by the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., has been condensed to a few simplified parts and located inside the operating handle. This new WK-60, 3-pole, 60-amp., 250-volt switch was designed to meet the demand for a simplified enclosed switch without the full safety features, the manufacturer explains.





Washing Machine

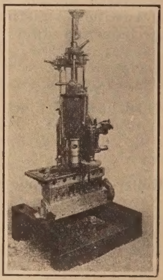
Electrical Merchandising, February, 1925

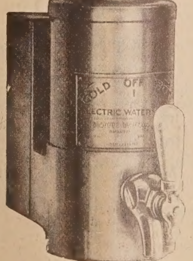
The center of the tub of the new "Trojan" washer introduced by the Hogan-Spencer-Whitely Company, Erie, Pa., is provided with a large vertical tube rising up above the water line. The space between this tube and the outer wall of the tub forms a circular channel containing the clothes and the washing solution. Five vacuum cups are so arranged that they move downward and upward one at a time in rapid succession around the channel, so that no two cups are in the same position at the same time. As each cup moves downward, it squeezes the clothes at that point and then lifts them up through the wash water, thereby giving 325 individual cup actions a minute, it is explained. The cups themselves do not rotate. Other features are the adjustable legs, the table top and the gas burner which may be obtained as extra equipment.

Portable Grinder

Electrical Merchandising, February, 1925

The "Du-All" grinder made by the Gisholt Machine Company, Madison, Wis., is a portable cylinder grinder and piston-fitting machine which is recommended by the manufacturer for use in automotive service stations. The machine is made to grind holes 2½ in. to 5¼ in. in diameter up to 14 in. in length and pistons or bushings up to 6 in. in diam. and 10 in. in length. It is operated from the ordinary light socket by a ¾-hp. motor, 110 or 220 volts. Included in the equipment is a suction fan and hose for carrying the dust from cylinders while grinding.





Electric Water Heater

Electrical Merchandising, February, 1925

A new feature of the "Instantaneous" electric water heater brought out by the Instant Electric Water Heater Company, Bridgeport, Conn., is the temperature adjustment which is operated by means of a thumb screw located on the right-hand side of the heater. By turning the screw forward, the flow of water is increased and the temperature decreased; turning it backward increases the temperature and decreases the flow of water. It is made for use on either alternating or direct current, 110 volt, 60 or 80 amp. circuits and 220-volt, 30, 40, 50, 60 and 75 amp. circuits. Intended retail price, $60.

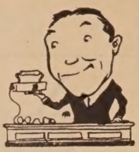
Hot Plate

Electrical Merchandising, February, 1925

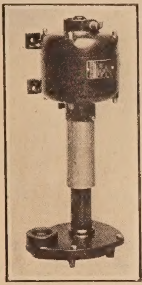
The single-unit "Electrik Maid" hot plate marketed by the Electrik Maid Bake Shops, St. Paul, Minn., is 6¾ in. square and 3¾ in. high. It can be used on alternating or direct current, 110 or 220 volts.—550 watts. Intended retail price, $1.95.

Where to Buy It—

Latest Developments Gathered by the Editors



It should be noted that all announcements appearing on these pages are published without advertising considerations of any kind whatsoever.



Motor-Driven Lubricant Pumps

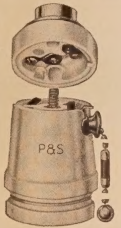
Electrical Merchandising, February, 1925

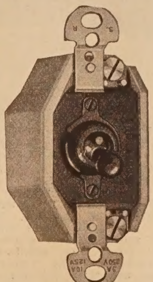
The Ruthman Machinery Company, Cincinnati, Ohio, has announced some recent improvements in its models H-L and S-L "Gusher" pumps. These models differ only in capacity, model S-L delivering 15 gal., and H-L 30 gal. The pumps are constructed so they can be attached to a machine by four machine screws, making them adaptable for permanent parts of machines or as auxiliary equipment for use when the regular pump equipment on a machine is out of order. The motor is direct-connected to the pump.

660-Watt Pull-Chain Socket with Metal Locating Lug

Electrical Merchandising, February, 1925

By adding a metal locating lug to all P & S porcelain socket bodies, with the single center screw, Pass & Seymour, Inc., Syracuse, N. Y., claim a saving of time for the wireman in assembling these wiring devices. The metal lug on the body fits a corresponding depression in the caps and bases and indicates the position for assembling.





Flush Toggle Switch

Electrical Merchandising, February, 1925

A "lock and release" movement is applied to the new flush toggle switches brought out by Harvey Hubbell, Inc., Bridgeport, Conn., the manufacturer points out. They are equipped with a drum spring which is wound up by the action of the toggle handle. When the spring has reached its full strength it is released by what is known as the "lock and release" movement. These switches are made in white porcelain with toggle handles of black bakelite and in black composition with toggle handles of brass, the latter with luminous tips, if desired. Both types can be supplied in single pole, double pole, three-way and four-way.

Handy Tool Outfit

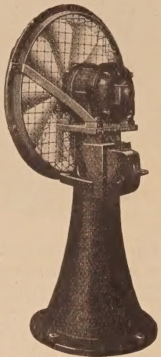
Electrical Merchandising, February, 1925

For use by electricians, by the automobilist, the radio mechanic and in the home workshop the O. P. Schriver Company, Cincinnati, Ohio, has brought out a small tool kit which contains one adjustable tool or file handle, a 7-in. saw, an ice pick or scratch awl, a screw driver for large or small screws, a chisel, a gimlet bit, a tack claw, a large brad awl and a small brad awl. The adjustable handle, besides holding the tools mentioned, is also made to hold any other small shanked tools as well as any kind or size file.

Heating Pad

Electrical Merchandising, February, 1925

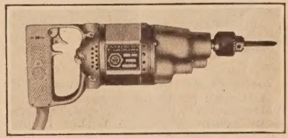
The Zenith Electric Company, 562 Hippodrome Building, Cleveland, Ohio, has brought out a new electric heating pad. It is described by its manufacturers as having a heavy-nap flannel for the outside covering, a heating unit of woven chrome nickel and a thermostat to prevent the temperature from getting too high. Intended retail price, including 7-ft. cord and separable plug, $1.



Man-Cooling Fan

Electrical Merchandising, February, 1925

For use in steel mills, foundries, tube mills, drop forge shops and other places where the heat is intensive, the Buffalo Forge Company, Buffalo, N. Y., has brought out a man-cooling fan that is made in two sizes. The large size has a 36-in. diam. fan wheel while the smaller one has a 30-in. wheel and is supplied with a 3-hp. motor. A 5-hp. motor is used with the larger fan. Both models can be easily moved from place to place or if desired, may be permanently installed.



Electric Tapper

Electrical Merchandising, February, 1925

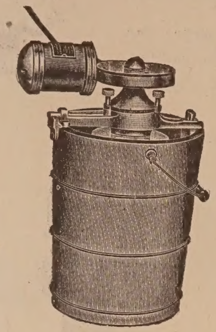
The new electric tapper brought out by the Black & Decker Manufacturing Company, Towson, Md., is similar in design and construction to the company's electric drills except that the mechanism in the gear case is so designed that the tap is driven in at a speed of 350 rpm. and, by a slight backward pull on the machine, the tap chuck is automatically reversed and the tap backed out of the threaded hole at double the speed it is driven in. No reversing switch, it is pointed out, is needed. The tapper is made to tap holes in steel up to ¼ in., in cast iron up to ⅜ in. and in brass or aluminum, up to ⅝ in. It weighs but 8¾ lb. and is equipped with universal motor. Intended price $78.

Luminous Button

Electrical Merchandising, February, 1925

For use with Connecticut bakelite switches, receptacles and combination plates, the Connecticut Electric Manufacturing Company, Bridgeport, Conn., has brought out a new bakelite button with luminous insert. It is known as No. 6191 bakelite button.

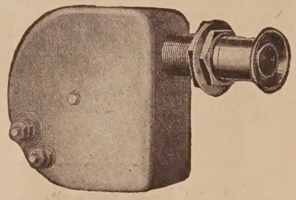
New Merchandise to Sell and Where to Buy It—



Ice Cream Freezer

Electrical Merchandising, February, 1925

The Alaska Freezer Company, Winchendon, Mass., is marketing an electric household freezer which is made to operate from the ordinary lamp socket. The motor is of the 110-volt universal type and is adapted to both alternating and direct current. The freezer is made in two, three and four-quart sizes.



Cigar Lighter

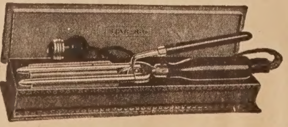
Electrical Merchandising, February, 1925

Although made for installation on the instrument board of any car, the "Keystone" cigar lighter is within reach of the car's rear occupants because of the 4-ft. cord with which it is provided. A 6-8 volt heating unit, standard on most cars, is furnished unless otherwise specified. The lighter is made of brass, nickel-plated and is intended to retail at $5. Manufacturer: The Norlipp Company, 568 West Congress Street, Chicago.

Marcel Waver

Electrical Merchandising, February, 1925

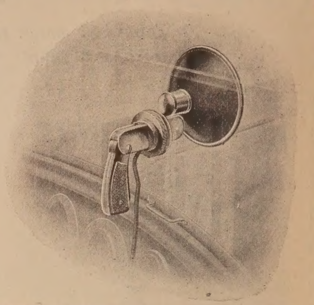
The Nichrome heating elements of the new "Star-Rite" marcel waving iron brought out by the Fitzgerald Manufacturing Company, Torrington, Conn., are enclosed in two prongs ⅜ in. wide and 5½ in. long. The handle has circassian walnut finish. Each iron is equipped with a green silk cord, detachable plug in handle and brown bakelite two-piece plug. In attractive four-color decorated metal container, it is listed at $4.50.

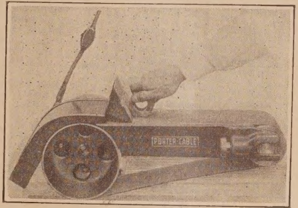


Automobile Spotlight

Electrical Merchandising, February, 1925

Especially adaptable for use with one-piece windshield is the "Circlite Junior" spotlight with inside control, made by the Great Lakes Auto Products Company, 4619 Ravenswood Avenue, Chicago. It is made to give a full half-circle range and has built-in switch convenient to the driver's thumb. For use by the dealer in installing the light, the company has developed a new cutting tool by means of which the spotlight may be installed without removing the glass from the windshield or car. It is intended for sale at $2.25. The "Circlite Junior" is listed at $9.





Electric Sander and Grinder

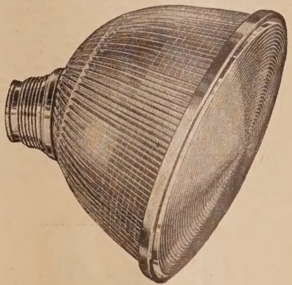
Electrical Merchandising, February, 1925

To meet the demand for a belt surfacing machine of a smaller size than its standard belt machine, the Porter-Cable Machine Company, 1708 North Salina Street, Syracuse, N. Y., has brought out a small size belt sander and grinder which is operated from the ordinary lamp socket by a ½-hp. motor directly connected to a 7½-in. drive pulley. The grinding bed measures 6 in. x 18 in. The machine may be used on the work bench or may be provided with pedestal for use where the work is more scattered.

Coil for Electric Heaters

Electrical Merchandising, February, 1925

A replacement unit for portable electric heaters with standard Edison base has been brought out by the Reben Electric Manufacturing Company, 32 Union Square, New York City. It is known as the "Remco" glow coil and one of its features, the manufacturer points out, is that it operates at 5½ amp.



Window Reflector

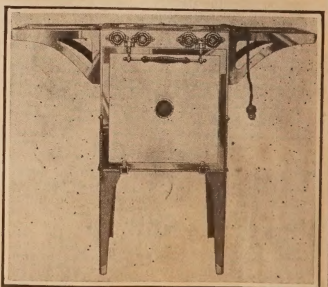
Electrical Merchandising, February, 1925

Contrary to the usual practice, the new No. 944 window reflector announced by the Holophane Glass Company, Inc., 342 Madison Avenue, New York City, is entirely enclosed so that the lamp filament cannot be seen from any position, the manufacturer explains. The bottom enclosing plate is made not only to eliminate possibility of glare and back reflection from the windows but to soften shadows. The reflector is designed for use with 200-watt lamps so that higher intensities can be obtained than are usual. A brass heel is supplied so that the ordinary 2¼ in. flat or Form "O" holder can be used.

Electric Stove

Electrical Merchandising, February, 1925

The new "Thermal" electric range, which is a lamp-socket device, is manufactured by the Thermal Electric Corporation, Cincinnati, Ohio. It has heating units at both top and bottom of the oven and another unit on outside top for frying, boiling, etc. Extra side arms with heating elements can easily be attached, the manufacturer points out. Finished in white enamel with gray and nickel trimmings.

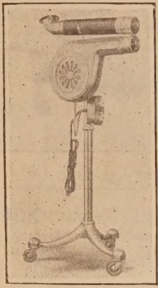


Cord Set

Electrical Merohandising, February, 1925

The Reben Electric Manufacturing Company, 32 Union Square, New York City, is marketing a new heater cord set which consists of an assembly of standard parts including a Beaver heater plug, a G. E. attachment plug and a Rockbestos cord.

—Latest Developments Gathered by the Editors



Pedestal Type Hair Dryer

Electrical Merchandising, February, 1925

For use in beauty parlors, the Eastern Laboratories, Inc., 225 East Thirty-eighth Street, New York City, has designed a pedestal type electric hair dryer. It has twelve different combinations and individual control of heat and air. A cap attachment for water-wave drying, adjustable to any head, is made for all models. The intended price of the all-electric and gas and electric models, with black enameled motor, $110; with nickle plated motor, $115.

Lamp Guards

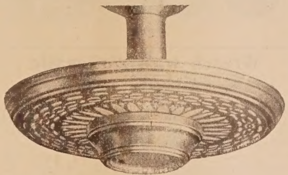
Electrical Merchandising, February, 1925

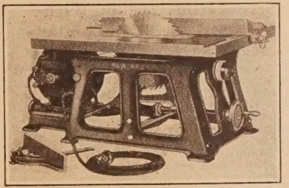
The line of expanded metal "Flexco" and "Flexco-Lok" lamp guards manufactured by the Flexible Steel Lacing Company of Chicago, has been revised to a series of only thirty-four numbers and prices have been reduced, the manufacturer declares. The new line of guards covers all requirements for ordinary service.

Indirect Lighting Unit

Electrical Merchandising, February, 1925

The "Twentieth Century Lite" is the name of the new fixture illustrated, brought out by L. Plaut & Company, Inc., 432 East Twenty-third Street, New York City. It embodies a new idea in home lighting fixtures being a practical indirect light designed to eliminate intense glare and, because of its luminous glass bottom, the objectionable light contrast caused by the old style opaque glass globe. The unit is being made in various finishes and decorative designs. Approximate retail price, depending on style, $15 and up.





Portable Bench Saw

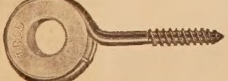
Electrical Merchandising, February, 1925

Operating from the ordinary lamp socket, the portable bench saw made by Heston & Anderson, Fairfield, Iowa, has a capacity to cut wood up to 2½ in. thick, either ripping or across the grain, the manufacturer points out. It is fitted with a standard rip saw 8 in. in diameter, No. 18 gage, which runs at a speed of approximately 2100 r.p.m. It can also be fitted with cut-off saw, or with a 6-in. dado head for grooving up to ¾ in. wide. An Emerson ⅓-hp. motor operates the saw. The net weight of the entire machine is 100 lb. Intended price for 110-volt, 60-cycle, single-phase, a.c. type, is $90; prices of other ratings vary.

Electric Lantern

Electrical Merchandising, February, 1925

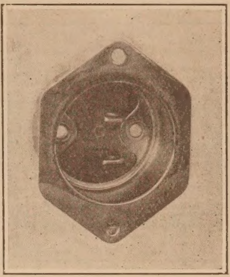
For general use, where a great volume of light is needed for any length of time, the Delta Electric Company, Marion, Ind., is manufacturing a No. 10 lantern which operates from two ordinary No. 6 dry batteries. It is 7½ in. high, is made of pressed steel finished in bright red and is equipped with bail and handles both of which fold out of the way. Intended retail price, without batteries, $2.75.



Insulator

Electrical Merchandising, February, 1925

For indoor or outdoor use, the E. H. Freeman Electric Company, 10 Prince Street, Trenton, N. J., has designed its No. 1 service insulator which is especially useful, the manufacturer points out, for radio antennae and telephone wires. It is constructed to support the lead-in and ground wires around buildings and along attics or basements. It measures 3 in. overall and the knob is 1 1/16 in. in diameter.



Motor Connector

Electrical Merchandising, February, 1925

By the use of a new motor connector recently devised by the General Electric Company, Schenectady, N. Y., for flush mounting on electric stoves, cookers, washing machines, portable tools, etc., the ordinary abuse of the connecting cord is eliminated. The cord may be removed after the work is done, and properly cared for, instead of being carelessly twisted around the appliance or dragged about. The face plate is nickel. Standard knife bades are used, accommodating Standard connector bodies.

Light Control for Theatres

Electrical Merchandising, February, 1925

The "Controlite" unit made by the Ward Leonard Electric Company, Mount Vernon, N. Y., is described by its manufacturer as a combined switchboard and interlocking dimmer bank in which the switches and dimmers are interconnected electrically and mechanically. Each dimmer plate and its switch are controlled from a single operating handle. By means of the "Controlite" arrangement, control of light in the entire theatre (stage and house) can be obtained by moving a single handle or slow-motion wheel. Any circuit or group of circuits can be operated in unison with others or independently of others, it is explained.

Two-Way Plug

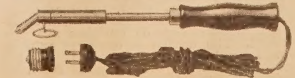
Electrical Merchandising, February, 1925

"Wepco" is the name of the new plural plug brought out by the R. B. Corey Company, 100 East Forty-fifth Street, New York City. It is made to fit all standard receptacles and caps. Intended retail price, 50c.

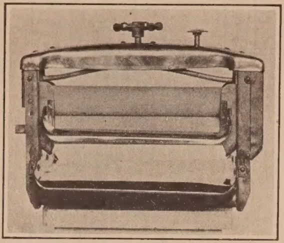
Soldering Iron with Swivel Point

Electrical Merchandising, February, 1925

That it may be adjusted to any position to 45 deg. is claimed for the swivel-point of the soldering iron made by the Ward Manufacturing Company, 937 Wellington Avenue, Chicago. It is designed for use with either direct or alternating current, 105 to 115 volts. Intended retail price, $3.25. This iron is also made with straight point which has two interchangeable threaded tips. It is listed at $2.75.



New Merchandise to Sell and Where to Buy It



Separate Wringer for Use with Electric Washers

Electrical Merchandising, February, 1925

The wringer illustrated is made by the Chamberlain Machine Works, Waterloo, Iowa, and was designed for sale to washing machine manufacturers for attachment to their washers. The wringer itself is made of stamped metal, the parts coming in contact with the clothes being fabricated from non-rusting materials and nickel-plated. A complete and instantaneous release of the entire top, the manufacturer declares, permits the upper roll to be freely removable from the wringer frame, and the trapping of the spring pressure eliminates any violent action or shock when the release is functioned, eliminating as well "flat spots" on the rubber rolls.

Adjustable Floor Lamp

Electrical Merchandising, February, 1925

The new "Harvey" telescoping floor lamp brought out by the Electric Utilities Manufacturing Company, 314 Adams Avenue, Scranton, Pa., is automatically adjustable in height from 3½ ft. to 5 ft., without the use of set screw or locking nut. The base is 9 in. in diameter and together with the post and exterior of the reflector is finished in verde green. Finish of other parts of the lamp is polished nickel. Intended retail price, $7.50.

Individual Motor Drive for Sewing Machines

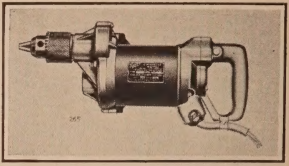
Electrical Merchandising, February, 1925

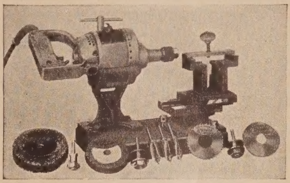
The Maimin Speed Control Corporation, 251 West Nineteenth Street, New York City, has brought out a speed-control, individual motor drive for sewing machines in cloak and suit factories and other plants where a number of sewing machines are in use. No rheostats, transmitters or clutches are employed. The device is operated with a small single belt by means of a ¼-hp. motor, for a.c. or d.c. circuits. Intended price, $35.

Electric Drill for Drilling Slate and Marble

Electrical Merchandising, February, 1925

Unlike other materials, it is pointed out, the drilling of slate and marble can only be accomplished at a very slow speed. The new drill brought out by the Hisey-Wolf Machine Company, Cincinnati, Ohio, is made to operate at only 110 r.p.m. at no-load and to have sufficient power for drilling up to ½-in. diameter in slate and marble. The drill is made for 115 and 230 volts but on special order will be furnished for 32 to 250 volts. Intended price, $75.





Battery Repair Outfit

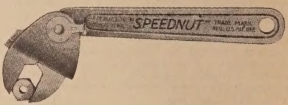
Electrical Merchandising, February, 1925

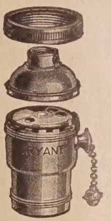
For use with the ¼-in. Black & Decker drill, a battery repair outfit has been brought out by the Fleming Machine Company, Worcester, Mass. The outfit consists of a set of 3 battery drills; drill pedestal and slotting attachment mounted on base; one ⅛-in. and one ¼-in. slotting saw with one arbor; 4-in. wire brush with arbor; and 3-in. emery wheel with arbor. Intended price of the outfit, not including electric drill, $19.50.

Wrench with Automatic Adjustment

Electrical Merchandising, February, 1925

The "Speednut" wrench manufactured by the Speednut Wrench Corporation, Chicago, is made with constant automatic ratchet adjustment to take all sizes and shapes of nuts within its range. The 8-in. size is designed to take nuts from 5/16 in. to ¾ in. while the 6-in. size takes nuts from ⅛ in. to 7/16 in. Intended retail price of 6-in. size, $3.50; 8-in. size, $4.





Screw Ring Socket With Knurled Ring

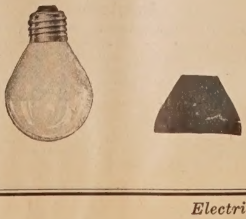
Electrical Merchandising, February, 1925

A recent improvement—the addition of a knurling to the ring—has been announced by the Bryant Electric Company, Bridgeport, Conn., in respect to its line of screw ring sockets. As the illustration shows, these sockets have a style of shell and cap which is held together by means of a ring which slips over the shoulder on the cap and is threaded to the body of the shell, making a secure fastening which will not jar loose when a heavy shade is hung from the shell, the manufacturer explains.

Luminous Pendant

Electrical Merchandising, February, 1925

To prevent stubbed toes and ruined dispositions caused by unnecessary stumbling in the dark to find the electric light switch, the radium or luminous switch-locator was developed. The "Glowlite" pendant illustrated is a product of the Rodale Manufacturing Company, 492 Broome Street, New York City, and is made for easy attachment to the ordinary pull-chain. Intended retail price, 25c. each.



Mill-type Lamp with Self-Contained Reflector

Electrical Merchandising, February, 1925

The Champion "Green-Back" lamp announced by the Consolidated Electric Lamp Company, Danvers, Mass., is designed to replace the heavy metal reflector and to focus the light where light is needed. The lamp is of the mill type; the eye shade is furnished by means of a green enamel coating around the upper portion of the lamp. The reflector consists of a white permanent glaze on the inside of the bulb. Intended list price 40c.

News of the Electrical Trade

Lighting Equipment Dealers Will Hold Market

The National Association of Lighting Equipment Dealers will hold a market in conjunction with its annual convention about the middle of next month, it was decided at a board of directors meeting in Cleveland, Ohio, recently.

R. W. Smith, secretary, made the following announcement: "Inasmuch as the National Council, Lighting Fixture Manufacturers, definitely decided at its meeting in Philadelphia on Jan. 15 that it would not hold a national or regional show this year, the National Association, Lighting Equipment Dealers, feel that it is necessary because of the requests received from the majority of its members to hold a market in conjunction with its annual convention about the middle of March, the definite date and location to be announced later."

Rocky Mountain Electrical Co-operative League Elects Officers

The Rocky Mountain Electrical Cooperative League, Salt Lake City, Utah, through its board of trustees, recently elected the following new officers: President, C. B. Hawley, vice-president and general manager of the Inter-Mountain Electric Company; vice-president, George R. Randall, president and general manager of the Salt Lake Electric Supply Company; secretary-treasurer, R. M. Bleak, who has been in office since the beginning. A new board of trustees of seventeen members from all the branches of the industry, was also elected.

Great Edison Memorial Building Proposed for New York

A vast electrical office building, club and association center, to be erected on Fifth Avenue, New York City, as a tribute and memorial to Thomas A. Edison while he yet lives to see it, is the plan of Charles L. Eidlitz, chairman of the New York Electrical Board of Trade, as unfolded before a meeting of the Independent Associated Electrical Contractor-Dealers on January 14.

Mr. Eidlitz proposes a five-million-dollar twenty-story structure as the architectural setting for a heroic figure of Mr. Edison in bronze. Included in the building itself would be an auditorium seating a thousand persons, electrical display rooms, an electrical museum tracing the development of Mr. Edison's inventions, offices for electrical concerns and for local electrical bodies and a completely appointed club for out-of-town and local electrical men with sleeping rooms, restaurants, etc.

At the close of Mr. Eidlitz' address the first bonds were subscribed to finance the proposed Edison Memorial.

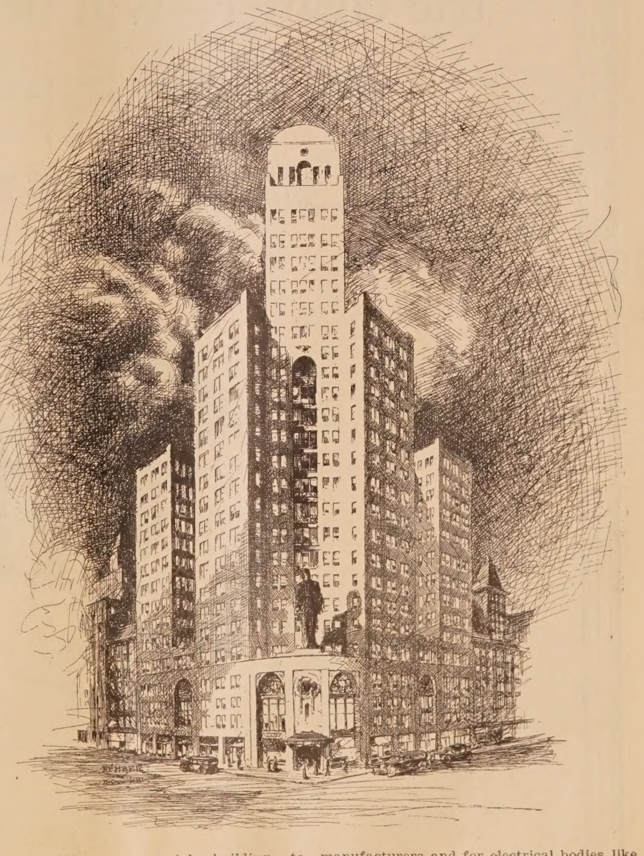
New officers of the Independent Association were installed as follows; under the direction of the retiring president, A. Lincoln Bush

President, L. C. McNutt; vice-presidents, S. J. O'Brien and Fred B. Zenker; treasurer, A. L. Bush; financial secretary, Z. Hartmann; recording secretary, Albert A. A. Tuna, and sergeant-at-arms, M. J. Heller.

Conference of Electrical Leagues Being Arranged

Arrangements have already been made with the management of Association Island for the holding of another conference of representatives of local electrical leagues this year. This conference will take place about the same time as last year—early in September.

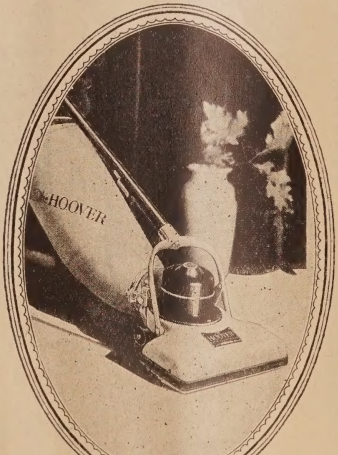
The details of organization will be undertaken by The Society for Electrical Development in co-operation with the League Council appointed at the last conference.



"A magnificent memorial building to Thomas A. Edison will not only serve as a fitting tribute from the electrical industry to its great founder, but will also supply a need that exists in New York for an electrical office and club center," explains Mr. Eidlitz. "Besides providing offices for manufacturers and for electrical bodies, like the New York Electrical Board of Trade, the upper stories would be given over to a splendid club for electrical men, with restaurants, roof gardens, and sleeping rooms for out-of town visitors. The above is an artist's conception of the building.

117,294,243 Hoover messages, in eleven foremost national magazines—a program greater than that of any other electric cleaner—will help dealers sell Hoovers in 1925

THE HOOVER COMPANY, NORTH CANTON, OHIO
The oldest and largest maker of electric cleaners
The Hoover is also made in Canada, at Hamilton, Ontario



News of the Trade

(Continued from page 5125)

Pittsburgh Reflector Company, Pittsburgh, Pa., has opened a branch in Machinery Hall, Clinton and West Washington Streets, Chicago, Ill. James J. Kirk, former illuminating engineer, Commonwealth Edison Company, has been appointed manager.

The Acme Wire Company, New Haven, Conn., announces the opening of a Boston office at Room 442, Chamber of Commerce Building, 80 Federal Street, in charge of R. M. Nichols.

The Mid-West Metal Products Company, Muncie, Ind., has moved its office and factory to Second and Pierce Streets where it will have about 5,600 sq.ft. of manufacturing floor space.

The Jefferson Electric Manufacturing Company, Chicago, Ill., is moving into larger office and factory quarters at 501-511 South Green Street.

The Okonite Company, Passaic, N. J., opens an office at 310 So. Michigan Avenue, Chicago, Ill., February 1 to take over the sale of Okonite products in western territory. New appointments announced by the company follow: Charles E. Brown, vice-president in charge of the territory west of Pittsburgh and east of the Rocky Mountains, Chicago headquarters, former vice-president, Central Electric Company; A. L. McNeill, manager, railroad department; E. H. McNeill, sales engineer; Ray N. Baker, sales engineer; L. R. Mann, manager, St. Louis office; Joseph O'Brien, sales representative, Chicago; C. E. Brown, Jr., manager, light and power department.

T. J. Crofton, 109 Lafayette Street, New York City, has been appointed sales agent for the Reflector & Illuminating Company, Chicago, Ill.

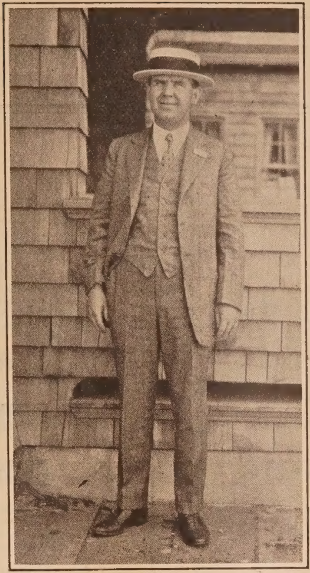
The Roller-Smith Company, 233 Broadway, New York City, announces the appointment of W. H. Pugh as its representative in the northeastern part of Pennsylvania, with headquarters at its factory, Bethlehem, Pa.

Irving Odell, radio manufacturers' agent, has opened an office at 163 West Washington Street, Chicago, Ill.

The F. W. Wakefield Brass Company, Vermilion, Ohio, has appointed Francis I. Wilson sales manager. The Wakefield Company recently had a serious fire at its manufacturing plant. Production, however, is going on, and a new factory, almost double the size of the old one, will soon be ready.

The Charles E. Hayes Company, Springfield, Mass., wholesale distributor of electrical supplies, is now located in its own three-story building at 189 Taylor Street, with a floor-space capacity of 20,000 sq.ft.

The Appliance Manufacturing Company, Hartford, Conn., has been merged with the Frank E. Wolcott Manufacturing Company, of the same city. The trade now has the opportunity of combining purchases under one standard schedule of discounts. It also has a wider variety, both in retail prices and character of appliances, from which to choose.



This cheerful soul is P. M. Parry, commercial manager of the Utah Power and Light Company. Mr. Parry's Company is the one which has the greatest concentration of electric baking installations on its lines of any in the country and which has sold an electric washing machine to one out of every three homes in its district. No wonder he looks happy.

The Mason Electric Company is the name of a new store recently opened at 440 Main Street, Poughkeepsie, N. Y., by E. R. Mason, formerly Delco-Light Company representative in northern New York.

The Frank E. Wolcott Manufacturing Company, Hartford, Conn., has sent Frederick Haase, who is in charge of sales, to San Francisco to investigate merchandising conditions in that territory.

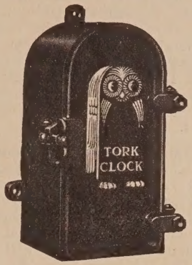
The Associated Manufacturers of Electrical Supplies and sections will hold their annual meeting at The Homestead, Hot Springs, Va., the week beginning June 8, it recently was announced by the secretary.

Henry J. Sage has been elected second vice-president of the Robbins & Myers Company, Springfield, Ohio. Mr. Sage will be identified with the commercial organization of the Robbins & Myers Company in the field, assisting president F. C. Hunting in looking after commercial organizations and extension of general business. He will be located in New York City.

The Sangamo Electric Company, Springfield, Ill., has opened up a direct sales office at 19 Pearl Street, Boston, Mass., in charge of Stafford J. King, who for the past twelve years has been the Sangamo sales engineer located in the New England territory. He will be assisted by W. H. Carpenter, R. D. Savage, and Leonard G. Hunt, who will serve the New England territory.

G. M. Thompson has become associate sales manager in charge of dealer salesmen for the Modern Laundry Machine Company, of Kansas City, Mo. Mr. Thompson has had a number of years of selling experience and has been associated with such companies as L. J. Mueller Furnace Company, Milwaukee, as general salesman, from which post he was transferred to Cincinnati as manager of the Newman Heating Company. More recently he has been connected with the Lincoln Washing Machine Company, Detroit, as assistant sales manager, and with Altorfer Bros. Company, of Peoria, in charge of dealer sales. The company has also secured the services of E. F. Barrett, as associate sales manager in charge of central-station work. Mr. Barrett is well known in the electrical trade as he has been in this line for the last 15 years with such companies as the Westinghouse Company, Kansas City, and the Illinois Traction Company, Peoria. For the last three years, he has been district manager for Altorfer Bros. Company, of Peoria, Ill.

A western bunch, well known to merchandising circles on the Pacific Coast and consisting of Frank Gerhardt, Al Caspar, (better known as "Vallejo Al"), Sandy Sanderson, Tom Bennett, Tom Simpson and Bill Dunbar. A picture of the photographer taken while listening to the remarks being made would undoubtedly show an equally appreciative expression. They seem to believe in the smile campaign.



I am a

TORK CLOCK

"I turn electric lights on and off regularly."

Set me once and wind me every week

$20. $25. $30.

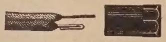
If you want more flexible service, get my first cousin TORK TIMER

SRK Wire-Nuts

"No solder or tape"

ALL joints commonly encountered may be made with one of three sizes. List numbers indicate number of 14 gauge wires joined by each size, with or without stranded wires.

You do not even have to twist wires. Simply screw on an SRK Wire-Nut. If you have too large a size, bend over a wire and go ahead. Let stranded wires extend ¼" beyond solid wires. Save solder and tape. Do better work with less tools. Avoid dirt, smoke and damage. The quickest joint is now the best.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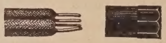

No. 3

No. 4

Length of octagon grip indicates size. Brass lining cuts thread in solid wires, making perfect electrical bond. Approved by Underwriters' Laboratories.

	Per 100
Carton of 100 (not assorted) .	$5.00
Standard package of 1,000 .	4.85
Standard case of 5,000 . .	4.75

Standard package and standard cases may be assorted in unbroken carton quantities as desired.

ASK YOUR JOBBER FOR SAMPLE.

"Don't Neglect Your Signs and Windows"

The business which grows out of this advice is easy to get profitably if you follow the

TORK MANUAL
OF TIME CONTROLS

Last edition two hundred thousand. Ask for free copy.

TORK COMPANY
8 West 40th Street, New York

Here is

TORK TIMER

Set him every time but never wind

$15. $20.

TORK TIMER is so flexible that he is used to control electric ranges, radio sets and many motor driven operations as well as for turning electric signs and window lights on and off (or off only) each time he is set.

TORK TIMER can be set more quickly than you can lock up.

"He awaits instructions." If you don't want him to perform you simply don't set him.

TORK COMPANY
8 West 40th Street, New York

News of the Trade

(Continued from page 5126)

The Electrical Contractors of Brooklyn and Queens, Third Avenue and Pacific Street, Brooklyn, N. Y., announce the following officers for 1925: president, I. Prussack; vice-president, Wm. S. Dyer; treasurer, Henry Greenblatt; secretary, H. F. Walcott; sergeant-at-arms, Jack Rosner.

A. A. Serva, second vice-president and general manager, the United Electric Company, Canton, Ohio, and president, Ohio Electric Company, Inc., New York City, has resigned to resume his former position as assistant to E. A. Langenbach, president, United Alloy Steel Corporation, McCaskey Register Company, United Electric Company, etc. Mr. Serva is succeeded by A. B. Clark, former general manager, Altorfer Brothers, Peoria, Ill. W. F. Marr, director of sales, director and vice president, Ohio Electric Company, Inc., also has resigned, it has been announced. He has not announced any plans for the future.

Elizabeth Hallam Bohn, instructor in the foods and cookery department, Teachers' College, Columbia University, and lecturer on industrial welfare subjects, New York University, has announced a home economics consulting and advisory service for manufacturers of household products. A proposed plan for an educational publicity campaign, including the preparation and mailing of circular letters, co-operation with newspapers and magazines, experimental work, surveys, exhibits and wall charts, lectures, conferences and radio talks has been drawn up by Miss Bohn, whose address is 71 West Twenty-third Street, New York City.

The M. J. Grady Fixture Manufacturing Company, is jobbing a line of fixtures in connection with its fixture manufacturing business and would appreciate receiving the manufacturers' catalogs and jobbing propositions on a cheap or medium-priced line of fixtures.

The Maytag Company held its twentieth annual conference of washing machine salesmen the second week of January at its plant in Newton, Iowa. More than three hundred salesmen attended the three-day sessions which were opened by F. L. Maytag, chairman, board of directors, who spoke on the sales developments in 1924, in which year the company sold washing machines valued at retail for $18,000,000. The conference closed with a banquet at the Hotel Savery, Des Moines, where L. B. Maytag, president, presided.

The Automatic Electric Washer Company held its third annual sales conference recently at the home office, Newton, Ia. Over thirty sales representatives attended and about twenty central station new business managers. Meetings were also held for the dealer sales representatives.

Bernhard Badrian has gone into business as manufacturers' representative, specializing in electrical appliances, at 902 Rialto Building, San Francisco, Cal. He is looking for lines including radio sets, household refrigerators, and small socket appliances.

James McClymont, known in the electrical washer industry as a "wringerless" man, has resigned as director of sales, appliance division, Savage Arms Corporation, to become vice-president and sales manager of the George W. Dunham Corporation of Utica, N. Y. Although not yet ready to give details of his new proposition, "Mac" says he will still "spin 'em dry" and soon will be ready to show the trade something new and novel in centrifugal washers.

The George W. Dunham Corporation, Utica, N. Y., is the newest arrival into the electrical appliance industry. The company will market as its initial product an electric centrifugal washer and dryer. The officers include: George W. Dunham, president, inventor of the Savage washer and widely known consulting engineer; Richard U. Sherman, vice-president and treasurer, also president and treasurer, Pratt Chuck Company of Frankfort, N. Y.; James McClymont, vice-president and sales manager, former director of sales, Appliance Division, Savage Arms Corporation; Winthrop T. Scarritt, vice-president in charge of production, also vice-president, Pratt Chuck Company, and Charles A. Woodruff, purchasing agent, former purchasing agent, Armour and Company.

The Flexible Steel Lacing Company, Chicago, Ill., announces that it has revised its line of "Flexco" and "Flexcolok" line of lamp guards to a series of thirty-four numbers, covering all requirements of ordinary use. Prices have also been reduced.

Rex Electric, Inc., distributors of electrical, radio and automotive supplies, has been organized with offices at 326 Camp Street, New Orleans, La. Morris J. Elgutter, formerly sales manager of the Interstate Electric Company and vice-president and sales manager of the Electrical Supply Company, is president. C. A. Disher, secretary and treasurer of the New Orleans Electrical League and director of the Mississippi Electrical League, formerly with the Electric Appliance Company, is sales and credit manager, as well as holding the position of secretary of the company. Robert H. Gatlin and Gus A. Elgutter, both formerly with the Todd Ship Building Company, will have charge of the price and billing department, and the purchasing and lamp department, respectively.

The A. & S. Electrical Supplies is the name of a new store opened at 71 East One Hundred and Sixteenth Street, New York. J. Alpert and H. Schwartz are the owners.

The Consolidated Electric Lamp Company, Danvers, Mass., manufacturers of the Champion brand lamps, recently was awarded the incandescent electric lamp contract for 1925 for the Commonwealth of Massachusetts. The contract was awarded on a merit basis after an investigation of the status of the bidders by the Commission of Administration and Finance.

The Circle F Manufacturing Company is the name of the consolidation effected by the E. H. Freeman Electric Company and the Trenton Porcelain Company, Trenton, N. J., manufacturers of wiring devices and porcelain specialties. The recognition of the quality of Circle F materials made it necessary for the two companies to constantly expand in order to meet the demand for their products and the present consolidation is a result of the same effort made to meet the demands upon the company. The consolidation is not accompanied by any change of management, organization, or business policy.

The Rome Wire Company, Rome, N. Y., has been granted a patent on its new non-metallic armored cable "Romex." The company feels it is now in a position to guarantee a high standard product to the industry.

R. E. Hendricks has resigned as acting secretary and treasurer of the Scofield-Hendricks Company, 26 Allyn Street, Hartford, Conn.

C. R. (Dick) Wood, formerly branch manager for the Westinghouse Lamp Company, and vice president and treasurer of the Tri-City Electric Supply Company, of Davenport, Iowa, has been appointed district sales manager for the Iowa-Missouri-Nebraska district of the Waage Electric Company, Chicago, Ill.

A. F. Chamberlain, for the past eleven years New York manager of the Robbins & Myers Company, manufacturers of electric fans and motors, has resigned his position to become associated with the Harrison S. Colburn Company, 90 West Street, New York City—specialists in waterfront and industrial real estate on the Atlantic tidewater. Mr. Chamberlain's many friends in the industry will join in wishing him the fullest measure of success.

The Electric Supply and Equipment Company, Inc., Albany, N. Y., and other cities, was host to several hundred friends at its annual winter convention of all its houses, manufacturing friends and dealers, at Hotel Jermyn, Scranton, Pa., Jan. 10. The afternoon program consisted of speeches by representatives of prominent manufacturers. The evening program consisted of a banquet followed by an entertainment. Several manufacturers exhibited their products.

Lewis L. Barnes of Atlanta, Ga. has been appointed representative for Anylite Electric Company and will handle all Anylite products in the southern territory.

A New "Smiles" Slogan for the New Year

*"Faith Moves Mountains
But Smiles Move Men"*

This is to be the slogan of the electrical industry on the Pacific Coast for the coming year. It was chosen as the prize winning entry in a slogan contest initiated by the Courteous Service Club of the Pacific Coast Electrical Association. It was written by F. Pratt of the credit department of the San Joaquin Light and Power Corporation of Fresno and will be used in advertising and in promotional literature by the Courteous Club during 1925. The second choice fell upon a contribution from H. A. Walker of Stockton, which read "Smiles Go Where Grouches Fear to Tread."

Other slogans which were thought particularly effective are:

Pave the Way with a Smile—V. Balfour, San Francisco.

Smile and Serve — C. W. Hughett, Fresno.

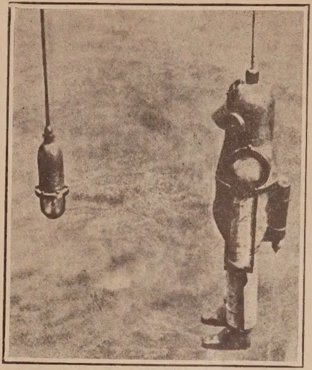
Smile and Lead, Frown and Get Left —P. B. Garrett, San Francisco.

If Backed with a Smile It's Service Worth While—E. C. Van Buren, Fresno.

A similar contest called for the best true story illustrating the application of courtesy by an employee. The winner of this contest will be announced later.

Willard Hall, appliance manager of the Brooklyn Edison Company, has resigned to become head of a new department in electrical appliances organized by John Wanamaker, Inc. Mr. Hall has been associated with the Brooklyn company for three and one-half years and has been highly successful in building up its appliance department. He is also chairman of the merchandising section of the National Electric Light Association. Mr. Hall was the guest of honor at a farewell banquet tendered him by his associates and co-workers at the Hotel St. George, his resignation being effective January 1.

Samuel Willis, an employee of the General Electric Company in the wire and cable department at Schenectady, was awarded $1,000 for a suggestion resulting in an improvement in making paper insulated cable. This is the highest award ever made.



Electricity Aids Divers Rescue $600,000 Cargo

In high-pressure diving suits and with special pressure-resisting deep sea lights made by the Westinghouse Lamp Company, divers from the salvage ship "Blakely" in a depth-record dive rescued a $600,000 cargo of copper that has lain since 1869 with the wreck of the British frigate, "Cape Horn," at a depth of 318 feet on the ocean bottom off the coast of Chile, South America. The lamps made by the Westinghouse Lamp Company have large wattage vacuum type incandescent lamps with extremely heavy glass bulbs to resist the pressure of the water, which at a depth of 350 feet is 155.4 pounds. The "Lusitania" lies in about 252 feet of water, easily within range of divers equipped with armored suits and deep sea lamps.

Benjamin Electric Announces Prize Winners

Winners of a recent prize contest for the best photographs of window displays submitted by dealers and jobbers' salesmen have been announced by the Benjamin Electric Manufacturing Company, Chicago, Ill.

The prize winners among dealers are as follows:

First—$100, Interstate Public Service Company, Connersville, Ind., Harry E. Tobey, Manager.

Second—$75, Electric Construction Company, Little Rock, Ark., Paul F. Denson.

Third—$50, Public Service Company of Colorado, Denver, Colo., A. B. Spencer, decorator.

Fourth—$25, Scott, Lyman & Stack, Sacramento, Calif., L. McGinnis.

Fifth to Fourteenth, inclusive, $10 each; Robert Berndt Electric Shop, Huron, S. D.; City Light & Power Company, Amarillo, Tex., Eugene P. McSpadden; Consumers Electric Light & Power Company, New Orleans, La., Ernest C. Hunt; City Electric Company, Portland, Ore., C. P. Scott; A. W. Parsons, Portland, Ore.; Knecht, Feeney Electric Company, Mount Vernon, Ohio, Miss E. M. Zinc, decorator; Miller Electric Company, Kalistell, Mont., Miss Esther Havgen; The Electric Service Company, Dodge City, Kans., Louise Wolfe; Cope Electric Company, Santa Ana, Calif., J. E. Cope; New Bedford Gas & Electric Light Company, New Bedford, Mass.

The prize winners among the jobbers' salesmen are as follows:

First—$50, James W. Smith, Hawaiian Electric Company, Ltd., Honolulu, T. H.

Second—$35, R. E. Dryer, Western Electric Company, San Francisco, Calif.

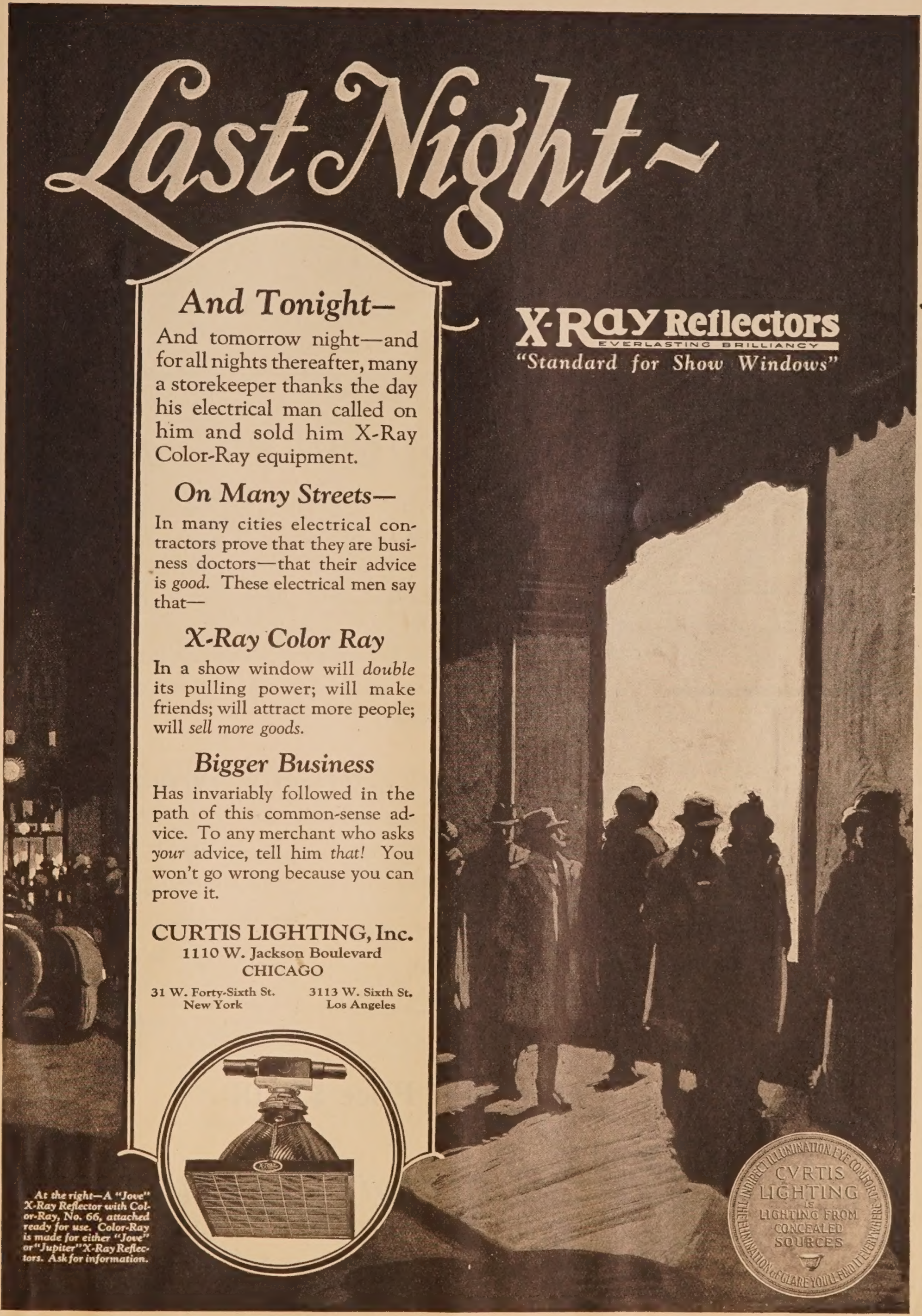
Third—$25, A. M. Benedict, Wetmore-Savage Company, Springfield, Mass.

Fourth—$15, Noble McCallum, Western Electric Company, Hutchinson, Kans.

Niagara League Celebrates Its First Anniversary with Dinner

Celebrating the completion of its first successful year, the Electrical League of the Niagara Frontier recently held its annual dinner in Buffalo, N. Y. The membership of the league includes electrical men in Buffalo and suburban towns, such as Tonawandas, Niagara Falls, and Kenmore, and such surrounding communities along what is called the Niagara frontier as Lancaster, Depew, Hamburg, and Aurora.

The men at the speakers' table shown above are L. E. LeVee, general manager, Buffalo branch of The Electric Supply & Equipment Company; W. E. Robertson, vice-president and general manager, Robertson-Cataract Electric Company; A. H. Schoellkopf, treasurer, Niagara Falls Power Company and treasurer of the league; Edmund D. McCarthy, president, McCarthy Brothers & Ford, and president of the league; K. L. Thielscher, manager, Buffalo branch, Western Electric Company, and W. A. Hadler, president, W. A. Hadler Manufacturing Company.



Last Night—
X-Ray Reflectors
EVERLASTING BRILLIANCY
"Standard for Show Windows"
CVRTIS LIGHTING IS LIGHTING FROM CONCEALED SOURCES
INDIRECT ILLUMINATION EYE COMFORT
THE ELIMINATION of GLARE YOU'LL FIND IT EVERYWHERE

And Tonight—

And tomorrow night—and for all nights thereafter, many a storekeeper thanks the day his electrical man called on him and sold him X-Ray Color-Ray equipment.

On Many Streets—

In many cities electrical contractors prove that they are business doctors—that their advice is *good.* These electrical men say that—

X-Ray Color Ray

In a show window will *double* its pulling power; will make friends; will attract more people; will *sell more goods.*

Bigger Business

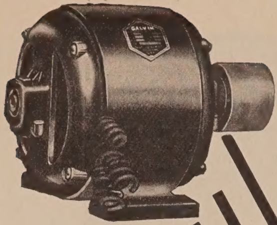
Has invariably followed in the path of this common-sense advice. To any merchant who asks *your* advice, tell him *that!* You won't go wrong because you can prove it.

CURTIS LIGHTING, Inc.
1110 W. Jackson Boulevard
CHICAGO

31 W. Forty-Sixth St.
New York

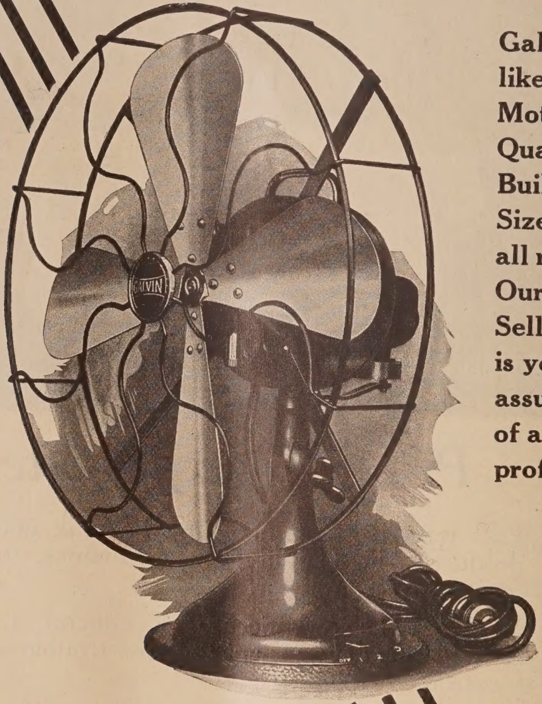
3113 W. Sixth St.
Los Angeles

At the right—A "Jove" X-Ray Reflector with Color-Ray, No. 66, attached ready for use. Color-Ray is made for either "Jove" or "Jupiter" X-Ray Reflectors. Ask for information.



—with Galvin two size— all purpose Fans

you minimize idle stocks increase turnover and are assured of a Profit



Galvin Fans
like Galvin
Motors are
Quality Fans
Built in two
Sizes to meet
all requirements
Our liberal
Selling Policy
is your
assurance
of a Bankable
profit.

The Complete Line!

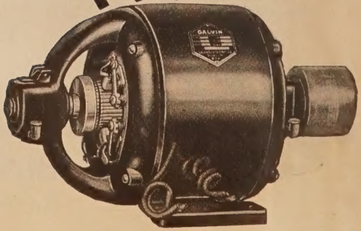
Desk and Wall Fans
10 and 14 inch
Oscillating
and Non-Oscillating
Universal-Direct and
Alternating Current

The Complete Line!

Fractional HP-Motors
1/10 to 1-HP
Split Phase, Polyphase
Repulsion Induction
and Direct Current

Full particulars on Fans or Motors or both are yours for the asking, write us today.

GALVIN ELECTRIC MANUFACTURING CO.
3320 So. Broadway, St. Louis, Mo.
Export Department: 149 Broadway, New York, N. Y.



Wagner Fans

Wagner
W. JARDINE

38 *selling features help you make fan sales*

THE more completely the line of fans you carry meets every want and prejudice your customers may have in regard to fans, the more certain you can be of boosting your fan sales. People do have fixed ideas about fans, as you know; and Wagner Fans are designed to overcome their objections.

Wagner Fans have thirty-eight special features of definite importance to fan buyers. You can meet your customer at every point—anticipate every want—forestall every objection—build up desire—sell the goods—and know that the fans sold will stay sold.

Every outward feature invites favorable comment—fine appearance; oscillation that can be either adjusted in the degree of arc over which the fan swings or entirely stopped; a safety device preventing damage if the swing is interfered with; multi-speed control; handy carrying handle; felt base to prevent scratching of furniture; and other details of convenience.

But it is *the works* that determine fan dependability and life; in Wagner Fans these have been developed to a point that marks a really significant forward step in fan design.

Yet, Wagner Fans are sold at competitive prices, well established as the prices people are willing to pay for quality fans.

The new Wagner Fan Catalog contains full details of Wagner 38-feature fans, written especially to help the retailer. We would like to send you a copy.

Wagner Electric Corporation
6400 Plymouth Avenue, Saint Louis, Mo.

0620-4

LIST PRICES

9-inch, high-speed, non-oscillating	$10.00	A. C. only
9-inch, high-speed, oscillating	15.00	A. C. only
12-inch, high-speed, non-oscillating	23.00	A. C. or D. C.
12-inch, high-speed, oscillating	30.00	A. C. or D. C.
12-inch, low-speed, oscillating	30.00	A. C. or D. C.
16-inch, low-speed, oscillating	35.00	A. C. or D. C.
16-inch, high-speed, oscillating	35.00	A. C. or D. C.
56-inch ceiling fan	52.00	A. C. or D. C.

Above prices cover fans for 110-volt 60 cycles or 110-volt direct current only.

WAGNER ELECTRIC CORPORATION
6400 Plymouth Avenue, Saint Louis, Mo.

I would like to receive a copy of your new Wagner Fan Catalog for dealers and jobbers.

Name____________________

Company____________________

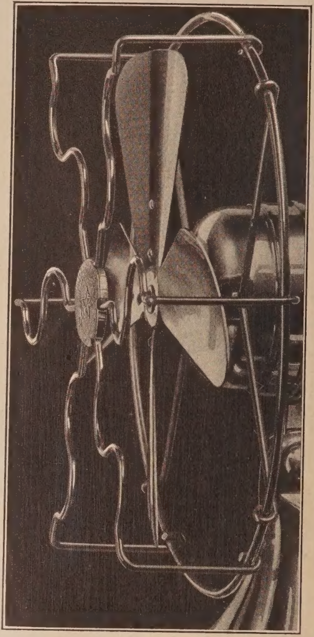
Address____________________

The big, new STAR-Rite

7-inch fan to retail at

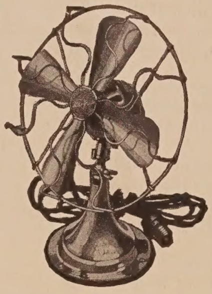
$5.95

In Canada—$7.50



This is the first time you have been able to offer a genuinely high-grade 7-inch Fan at so low a figure. It is bound to sell BIG. It is built sturdily — gives a tremendous volume of cool air—a real fan built to do real work, and priced to make real sales with profits.

Staunch motor operating on either alternating or direct current — rubber protected base to prevent marring furniture surfaces — strong wire blade guards, highly polished all-over nickel finish. Complete with cord and plug.



10-in. Oscillating Fan Retails at $15.00 In Canada, $19.75

10-inch Oscillating Fan $15.00 Retail

In Canada $19.75

The largest and finest of the STAR-Rite Fans. Gives an abundance of cool air—enough to make the hottest day pleasant. Three-speed hard rubber rheostat control — drawn steel base, felt padded, heavy wire guards — A.C. or D.C. current — dependable oscillating mechanism. Highly polished nickel finish.

8-inch Straight Fan $9.00. *In Canada* $12.00

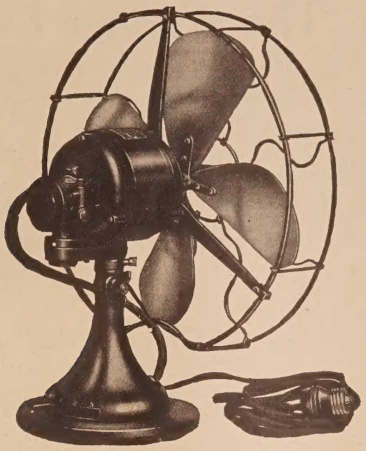
An ideal size for home or private office. Drawn steel base, felt padded three-speed rubber rheostat control—strong wire guards. Highly polished all-over nickel finish. A sure seller and a profit maker. *10-in. Straight Fans $10.00. In Canada $12.75.*

STAR-Rite

ELECTRICAL NECESSITIES

THE FITZGERALD MANUFACTURING COMPANY
TORRINGTON, CONNECTICUT
Canadian Fitzgerald Company, 95 King Street East, Toronto, Ontario

Makers of STAR-Rite Waffle Irons, Grills, Toasters, Curling Irons, Heaters, Hair Dryers, Vibrators and Violet Ray Outfits.



Century 9 and 12 Inch 3-Speed Portable Oscillating Fans

Home Fans That Sell Rapidly

These 3-speed Century Oscillating Fans have been designed for one particular service — *home use*. They are very attractive to the eye, the oscillating mechanism enclosure being confined to graceful lines that are especially pleasing.

The 9-inch size is ideal for sleeping quarters. It is exceptionally quiet — moves a generous volume of air and oscillates so slowly that its breeze is effective at distant points.

The 12-inch size is built for all-round home use and is quite generally used in offices as well. The blades are of liberal size and adjusted to move the maximum amount of air consistent with quiet operation — the weight of the fan is such that it can easily be moved from one location to another.

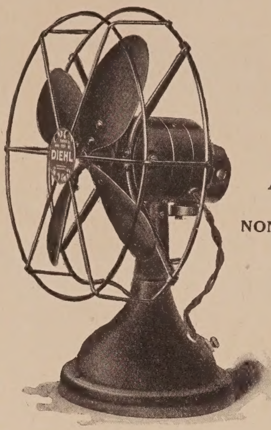
DEALERS

Get 1925 Fan Bulletin and Trade Literature

Our 1925 Fan Bulletin and a new series of very attractive trade leaflets, in colors, are ready for distribution. Reserve your copies now — they will be sent on request, together with complete trade information, price and discount sheets.

Century Electric Co.
1827 Pine St., St. Louis, Mo.
Twenty-Nine Stock Points in the United States
and More Than Fifty Outside Thereof

Portable **Century FANS** Ceiling



9-in. Oscillating Fan, Retail Price $15.00

The Wonder Fan of 1925

The Diehl 9-in. oscillating fan rounds out the very complete line of Diehl Quality Fans. A very substantially built fan, of pleasing proportions, dust proof motor and rugged oscillating mechanism.

Complete Range of Styles and Sizes

Alternating Current		Direct Current
OSCILLATING NON-OSCILLATING FANS	CEILING FANS	EXHAUST AND VENTILATING FANS
9"		
10"	52" Alternating Current	Bucket and Flat Blades
12"		9 to 42" Alternating Current
16"	56" Direct Current	9 to 60" Direct Current

Dealers—There is a Diehl Fan for all commercial circuits and for every need. Sell Diehl Fans—the complete line—and supply the fan requirements of all of your customers. Write for catalogs and the Diehl 1925 Fan proposition today.

DIEHL MANUFACTURING CO.
Elizabeth N. J.
ATLANTA BOSTON CHICAGO NEW YORK PHILADELPHIA

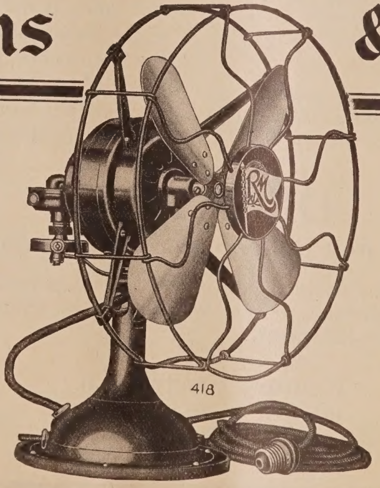
BUILDERS OF MOTORS AND FANS FOR MORE THAN 36 YEARS

DIEHL

Robbins & Myers

The Fan

This year, Robbins & Myers Fans again maintain the leadership they have held for many years. Over a quarter of a century ago, the first R & M Fans were built. They were quality fans then. They are quality fans now. This year a few refinements have been added. The R & M line is complete. There is a fan for every need and every purse.



In addition to our other fans, we make ventilating fans for kitchens, restaurants, homes, laundries, etc. Learn more about this sales builder.

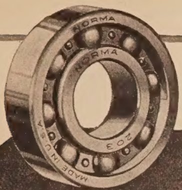
The Plan

This year our sales plans for increasing dealer sales are more complete than ever. Window trims, ads for your home papers, movie slides, sales manuals —in fact, everything to make this a profitable R & M season for you. Full details of the R & M plan sent to reliable dealers. Please use your business stationary.

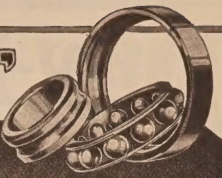
New York, 30 Church St.
Philadelphia, 1418 Walnut St.
St. Louis, 1522 Chemical Bldg.
Cincinnati, 9 E. Third St.

THE ROBBINS & MYERS CO.
Springfield, Ohio Brantford, Ontario

Chicago, 1444 Conway Bldg.
Cleveland, 1239 W. Third St.
San Francisco, 701 Rialto Bldg.
Buffalo, 831 Ellicott Sq. Bldg.



"NORMA"



PRECISION BALL BEARINGS

A Ball Bearing Motor Is Worth More

To You, Mr. Dealer— Because it is free from the weakness that causes most of your servicing expense, viz., troubles due to neglected or improper lubrication of the bearings. You are not called upon to pay out of your profits for a structural short-coming in the motor itself. The manifest advantages of the ball bearing motor make it easier to sell—and you net more, per sale.

To Your Customer— Who quickly sees why such a motor needs little or no oiling, is more cleanly, runs better, needs less attention, is always ready, lasts longer, uses less current, costs less to run.

To Its Manufacturer— Because it means easier sales, larger profit, and increased customer good will for his dealers—all of which react in a larger sales volume for the manufacturer.

And yet, the added cost of this motor—to you, to your customer, and to the manufacturer—is so small as to be negligible compared with the wonderfully increased value and serviceability.

"Norma" Precision Ball Bearings

are increasingly in demand in the motors of vacuum cleaners and electrical utilities which enjoy a nation-wide reputation as economical, dependable and durable machines. "Norma" Quality adds distinctly to the value and salability of these utilities of which they are a part.

NORMA-HOFFMANN BEARINGS CORPORATION
Stamford, Connecticut
PRECISION BALL, ROLLER AND THRUST BEARINGS

Day-Fan PRODUCTS

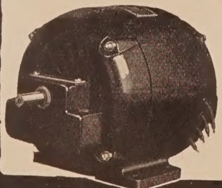
THE DAYTON FAN & MOTOR CO. DAYTON DAYTON, OHIO, U.S.A.

MOTOR RESULTS

Dayton Motors are used on a great variety of appliances in all sections of the world. No matter what the conditions may be there is a Dayton Motor built to meet them.

Thirty-six years' research and development give us the knowledge and manufacturing facilities necessary to build the proper kind of motor needed for pumping systems, refrigerators, washing machines, and the various other appliances using fractional horsepower motors.

We offer a complete line of fractional horsepower Split Phase, Repulsion-Induction, and Direct Current Types from 1/8 to 1/2 horsepower.



Send for our descriptive catalog. It gives complete details.

The DAYTON FAN & MOTOR COMPANY

DAYTON, OHIO

For thirty-six years manufacturers of high-grade electrical apparatus

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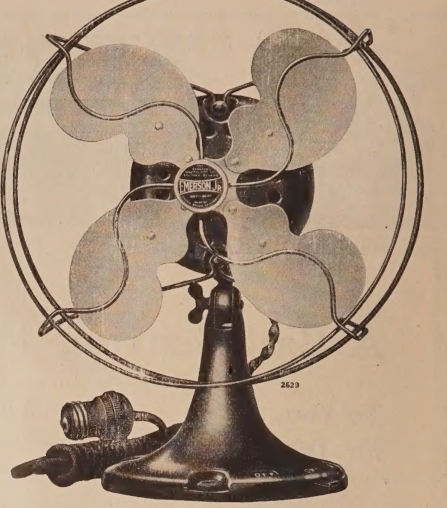


New for 1925 EMERSON Jr.

With Switch

THIS popular-priced leader of the Emerson line is destined for greater popularity than ever in 1925 because it now has the added convenience of a switch in the base.

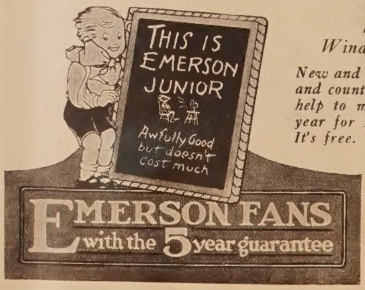
The Emerson fan line is complete—oscillating, non-oscillating and ceiling fans for A.C. and D.C.—including a small sweep A.C. ceiling fan. Complete information on request from us or any one of seventy distributors.

EMERSON ELECTRIC MANUFACTURING COMPANY

2018 Washington Avenue

ST. LOUIS

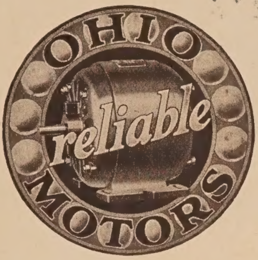
50 Church St.
New York


THIS IS EMERSON JUNIOR
Awfully Good but doesn't cost much
EMERSON FANS with the 5 year guarantee

Special Window Display

New and unusual window and counter card that will help to make 1925 a big year for Emerson Junior. It's free.

"The Best Motor Buy Today"



In answering a recent inquiry about Ohio motors, Mr. Wm. B. Boice of Toledo, Ohio, made the following remarks:

> *"We have made a thorough study of fractional horsepower split phase motors, and have done some experimental and research work along this line in the University of Michigan. Taking all things into consideration, including price, power, performance and reliability, we believe Ohio 1/4 hp. and 1/3 hp. motors are the best buys on the market today."*

As Mr. Boice states in another part of his letter, the service under which these motors must operate is very severe. However, Ohio motors have gained their reputation of **"Reliable Performance"** not only by meeting **average conditions but extreme** conditions as well.

Ohio motors are supplied with either Ball Bearings or Sleeve Bearings to specifically meet your needs.

Send for Bulletin No. 204.

THE OHIO ELECTRIC AND CONTROLLER COMPANY
5901 Maurice Ave., Cleveland, Ohio

OHIO MOTORS

Sell

Toy Electric Motors

They give boys a chance for creative thought. Put these motors in your window now and not only get people into your store but make sales.

No. 44

LIBERAL DISCOUNTS TO DEALERS

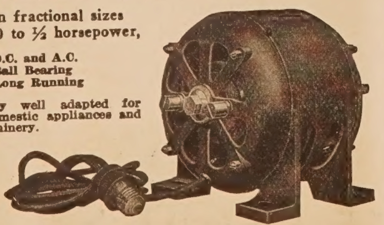
KENDRICK & DAVIS CO.
LEBANON, NEW HAMPSHIRE

Sturtevant Electric Motors

Made in fractional sizes from 1/20 to ½ horsepower,

D.C. and A.C.
Ball Bearing
Long Running

Particularly well adapted for driving domestic appliances and small machinery.



B. F. STURTEVANT COMPANY
Hyde Park, Boston, Mass.

Highest Quality Armature Winding

Vacuum Cleaner Armatures rewound, $3.50 net each.

Ford Generator Armatures rewound, $1.95 net each.

Other types, Two-Unit Generator Armatures rewound, $4.95 net each.

24 Hours Service
Fully Guaranteed

Write for Catalogue

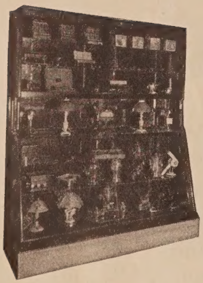
H. M. FREDERICKS CO.
Armature Winding Specialists
LOCK HAVEN, PA.

Photograph at left taken in the Parkersburg, West Virginia store of the Monongahela West Penn Public Service Company.

Below, the interior of the Clarksburg, West Virginia store.

At right, the Fairmont, West Virginia store.

This famous public service company employs McLEAN units in its stores



Display Unit No. 2341-1200. Sliding, frameless plate glass doors, polished mirror back. Makes buying easy and pleasant.

BIGGER business — more sales —increased profits, that is why the Monongahela West Penn Public Service Company equipped its stores with McLean Store Fixtures.

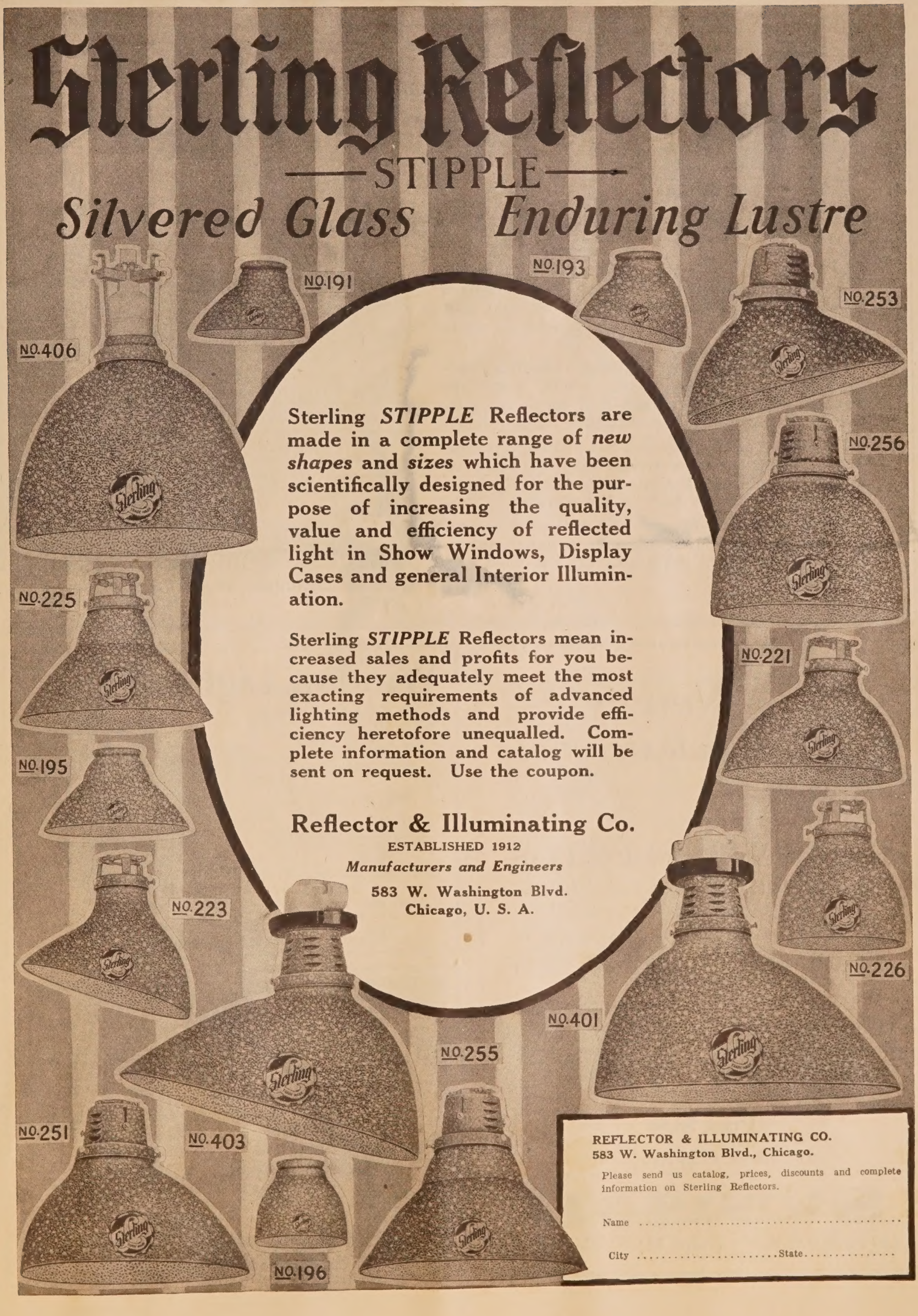
It has been proved again and again, in stores in all parts of the country, that good display is the most efficient kind of a salesman. McLean Units are 98% display area. They allow merchandise to be shown to its very best advantage.

Your electrical merchandise, attractively arranged behind the shining plate glass of McLean Units, furnishes hundreds of cordial and irresistible invitations to buy. Results have shown that six out of every ten customers who enter a McLean equipped store accept these invitations — make extra purchases. Remember it costs you no more to sell an 80c lamp cord than it does an $8.00 lamp. McLean Units aid you in making sales worth while.

McLean Units are surprisingly low in price—and they last for generations. Write for complete information today.

W. B. McLEAN MFG. COMPANY
3049 Bigelow Blvd.
Pittsburgh, Pa.

McLEAN GOOD STORE FIXTURES



Sterling Reflectors

—STIPPLE—

Silvered Glass *Enduring Lustre*

Sterling ***STIPPLE*** Reflectors are made in a complete range of *new shapes* and *sizes* which have been scientifically designed for the purpose of increasing the quality, value and efficiency of reflected light in Show Windows, Display Cases and general Interior Illumination.

Sterling ***STIPPLE*** Reflectors mean increased sales and profits for you because they adequately meet the most exacting requirements of advanced lighting methods and provide efficiency heretofore unequalled. Complete information and catalog will be sent on request. Use the coupon.

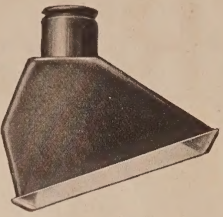
Reflector & Illuminating Co.
ESTABLISHED 1912
Manufacturers and Engineers
583 W. Washington Blvd.
Chicago, U. S. A.

REFLECTOR & ILLUMINATING CO.
583 W. Washington Blvd., Chicago.

Please send us catalog, prices, discounts and complete information on Sterling Reflectors.

Name ....

City .... State ....



WHEELER K7

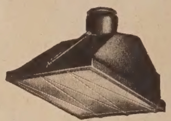
—*the Window Reflector of longer life and superior service*

WHEELER K-7—the unbreakable unit for display lighting. Made of Porcelain Enameled Steel, finished in gray outside and white inside. Drawn in one piece, with no parts to loosen.

Has one of the most efficient reflecting surfaces known—a high-grade white porcelain enamel. Long use will not dull or discolor it, and it will not chip or peel under intense heat.

The shape of the unit assures proper distribution of light over the entire display, bringing out every detail of the merchandise. It eliminates dimness in any part of the window.

K-7 is made for 75 and 100, 150 watt lamps. It is conveniently concealed as a light source, simple to clean and extremely easy to wire and install.



Color screens in red, blue green, and amber are provided for use with Wheeler K-7. These are held in a frame which fits firmly to the mouth of the reflector by two springs. The adjustment is very easily attached or removed, and greatly increases the beauty and attracting powers of any display window.

Write today for illustrated circular

WHEELER REFLECTOR CO.
275 CONGRESS ST., BOSTON, MASS.

New— Indestructible !

REFLEX REFLECTOR

MORE LIGHT BETTER LIGHT
AT A SAVING OF CURRENT

***SUPERIOR** to any other reflector, by actual tests*

WILL NOT BREAK, CRACK, PEEL or RUST, made entirely of aluminum.

SATIN-FINISH will give from 20 to 50% more light, and an evenly distributed light.

Attractive in appearance, small and neat, outside japanned beautiful bronze color.

For use with 100 or 150 watt lamp.

Price $3.50

Literature or sample on request.

SUN-RAY LIGHTING PRODUCTS, INC.
119 Lafayette St. (Dept. M) New York

Window Lighting

UNIVERSAL ELECTRIC STAGE LIGHTING CO.
KLIEGL BROS. N.Y.

A new rugged efficient spot and flood light with color effects suitable for any mounting. It is just a recent addition to our large variety of lighting units for special lighting and effects. Get acquainted with Kliegl Bros. line.

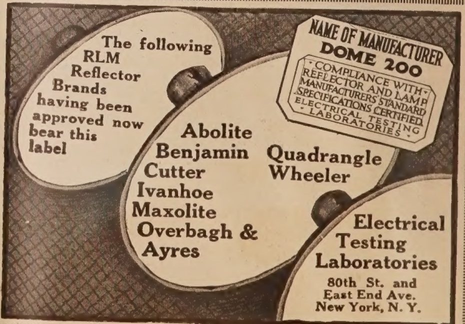
Write for Catalogue K.

Kliegl Bros.

Universal Electric Stage Lighting Co., Inc.
321 West 50th Street,
New York, N. Y.

Stage Lighting Engineers—Designers and Builders of everything electrical for the stage and theatre.

E

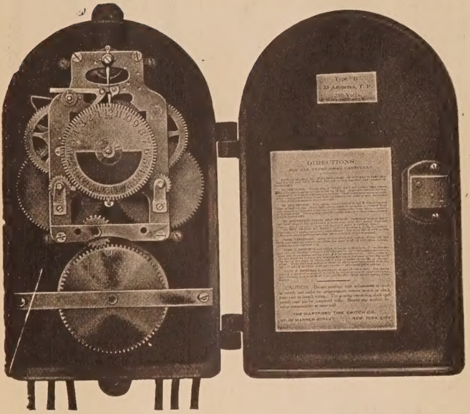

NAME OF MANUFACTURER
DOME 200
COMPLIANCE WITH REFLECTOR AND LAMP MANUFACTURERS STANDARD SPECIFICATIONS CERTIFIED
ELECTRICAL TESTING LABORATORIES

The following RLM Reflector Brands having been approved now bear this label

Abolite
Benjamin
Cutter
Ivanhoe
Maxolite
Overbagh & Ayres
Quadrangle
Wheeler

Electrical Testing Laboratories
80th St. and East End Ave.
New York, N. Y.

HARTFORD TIME SWITCHES



HARTFORD TIME SWITCHES and A. HALL BERRY—two names long linked together, and standing for a quarter of a century as the best in automatic time switch construction, means more today than ever before.

The 1924 model Hartford Time Switch embodies more real and lasting value than has ever before been offered in any automatic time switch.

The special marine type eight-day clock movement manufactured exclusively for the Hartford Time Switch by the Seth Thomas Clock Company, has been strengthened and improved to an extent which insures accurate and lasting service.

Hartford Time Switches are now equipped with a new switch unit, equipped with extended terminals enabling the contractor to bring his conduit right up and coupling to the time switch case.

Improved packing and boxing methods insure the safe carrying of Hartford Time Switches to all parts of the world.

While the 1924 model Hartford Time Switch costs more to build than ever before, there has been no advance in cost to you—on the contrary your profit has been increased.

There is a Hartford Time Switch in just the right type and capacity for every practical time switch purpose, and it is the best time switch you can get for that purpose.

Bulletins, Prices and Information on Request

A. HALL BERRY
SOLE SALES AGENT
71-73 Murray Street, New York City

SMALL INSTRUMENTS OF *REAL* MERIT

0
20
40
60
80
100
A.C. MILLIAMPERES
ROLLER SMITH
TYPE TA
ROLLER-SMITH CO. BETHLEHEM, PA. U.S.A.

ROLLER-SMITH TA and FA A.C. Switchboard Instruments

For the manufacturer of radio equipment, signal systems' battery charging outfits, small switchboards, etc., these instruments have a special significance. They are recognized instruments of real worth—guaranteed by years of dependable service to give full satisfaction. Being small in size (3½ and 4 inches in diameter) they represent a very small investment for such high quality instruments.

Our new Bulletin No. AH-420 gives full data on these instruments. Write for a copy today.

ROLLER-SMITH COMPANY
Electrical Instruments, Meters and Circuit Breakers

Main Office: 18 Park Place, NEW YORK
Works: Bethlehem, Penna.
Offices in Principal Cities in U. S. and Canada also in Havana, Cuba

---

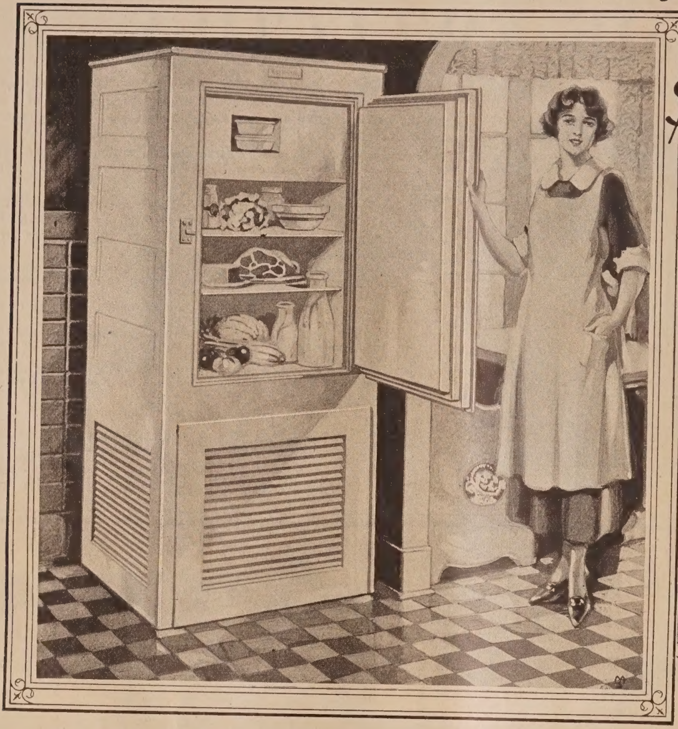
RACINE TIME SWITCH
MADE IN U.S.A.
GUARANTEE
RELIANCE AUTOMATIC LIGHTING CO.
RACINE WIS.

Have you read the Bulletin describing the RACINE? Time Switch

It explains why a buyer of a "Racine" gets real work and dependable service for his money and not so much metal. It gives details of the most simple and rugged time switch made. Send for a few copies. Also write for prices and discounts.

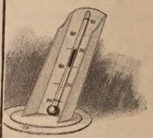
RELIANCE AUTOMATIC LIGHTING CO.
1927 Mead St. Racine, Wis., U. S. A.

A New Model KELVINATOR at a price for every home



$250

F.O.B. DETROIT



The Kelvin·et

in one compact unit—ready to "plug in"

This new self-contained model practically doubles the waiting market for Kelvinator. It enables the Kelvinator dealer to meet the requirements of the small home owner, or the renter of a house or an apartment.

The refrigerator is of exceptionally high quality, built especially for Kelvinator. The compressor and freezing unit are both built into the refrigerator. Kelvin-et can be delivered or moved like any other single article of furniture. The only installation is the plugging in of the electrical connection.

Here, at last, is the Kelvinator that enables dealers to exploit the great small home market; the model that doubles the number of Kelvinator prospects. Write for a detailed description.

KELVINATOR CORPORATION, 2072 WEST FORT STREET, DETROIT, MICHIGAN
Kelvinator of Canada, Ltd., 30 Temperance Street, Toronto (109)

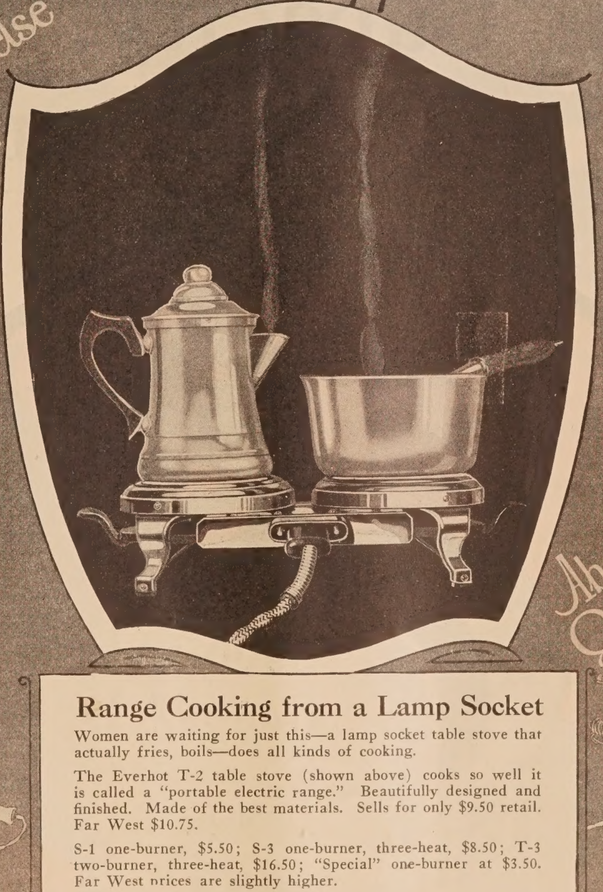
KELVINATOR

The Oldest Domestic Electric Refrigeration

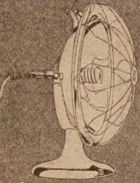
Everhot

Electric Appliances

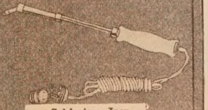
Above all else Quality



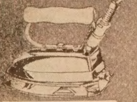
Above all else Quality



Reflector Heater
$7.50.
Western $8.50



Soldering Iron
Radio $3.25
Household $2.75



Flat Iron $6.50
Western $7.50.

Range Cooking from a Lamp Socket

Women are waiting for just this—a lamp socket table stove that actually fries, boils—does all kinds of cooking.

The Everhot T-2 table stove (shown above) cooks so well it is called a "portable electric range." Beautifully designed and finished. Made of the best materials. Sells for only $9.50 retail. Far West $10.75.

S-1 one-burner, $5.50; S-3 one-burner, three-heat, $8.50; T-3 two-burner, three-heat, $16.50; "Special" one-burner at $3.50. Far West prices are slightly higher.

Write for Discounts

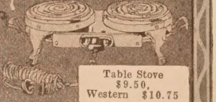
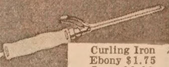
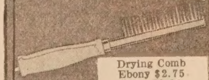


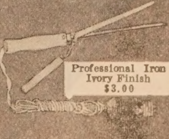
Table Stove
$9.50,
Western $10.75



Curling Iron
Ebony $1.75
Ivory $2.00



Drying Comb
Ebony $2.75
Ivory $3.00

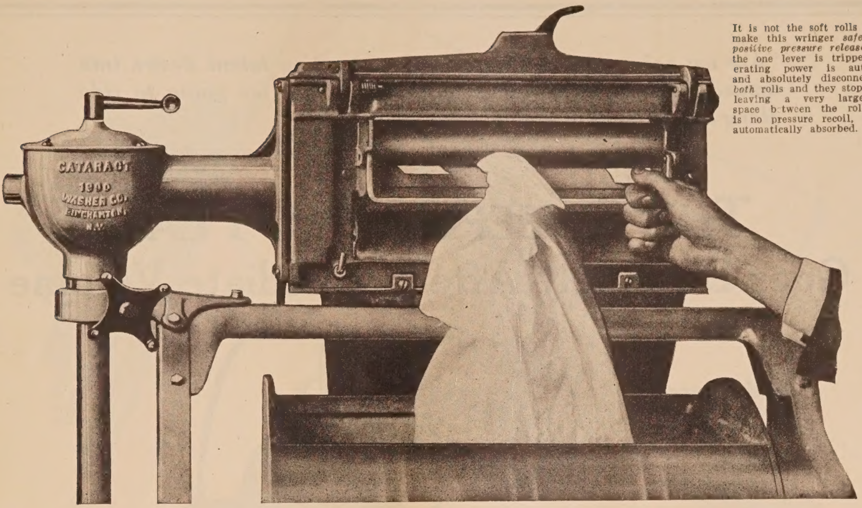


Professional Iron
Ivory Finish
$3.00

The Swartzbaugh Mfg. Co.
Toledo, Ohio
formerly The Toledo Cooker Company
MANUFACTURERS OF APPLIANCES FOR THE HOME SINCE 1884

Sales Increases
based on
Capacity, Performance

1900
CATARACT
JUNIOR



It is not the soft rolls alone that make this wringer *safe*—it's the *positive pressure release.* When the one lever is tripped the operating power is automatically and absolutely disconnected from *both* rolls and they stop *instantly*, leaving a very large working space between the rolls. There is no pressure recoil, as this is automatically absorbed.

and Conveniences—

The sales increases of our dealers everywhere prove that women *appreciate* and will *buy* a washer that is *built up to Cataract standards* rather than down to a price.

You can easily convince *yourself* that "1900" has the most washer for the money on the market.

But, better than that, you can convince those who *buy* and, more than a million have bought.

Capacity, for instance. There are no devices inside the tub—it's all open *washing* space. Consequently, the Cataract Junior, though rated only six sheet capacity, actually washes more pounds of clothes, per batch or per hour, than most of the so-called eight sheet washers.

Performance results from this big capacity plus the famous double-action Cataraction. Clothes are washed *faster* and *cleaner* in the "1900" than in any other washer. Ask us to *prove* this—or prove it yourself by test.

Conveniences? Again, "1900" wins.

There's the double gas burner that, in 27 minutes, will heat 16 gallons of water to boiling. And the "1900" is the only oscillating washer on which the flame doesn't travel. It's so *easy* to keep the water *hot*. That's just another reason why "1900" always wins.

The Safetee Ringer *automatically* adjusts itself to *thick and thin* pieces. Its rolls of para-elastic soft rubber are easier on the clothes and don't bust the buttons. No pressure screws to loosen or tighten. Positive pressure release is an added safety feature. Convenience? You bet!

Low, good looking, easy to move and operate, and built entirely of high-grade metal, rust-proofed and enameled, it's no wonder the "1900" sells on its *actual merit*—and that sales keep on *growing!*

Just say, "I'm from Missouri" and let us *show* you why the "1900" franchise is a money maker for you.

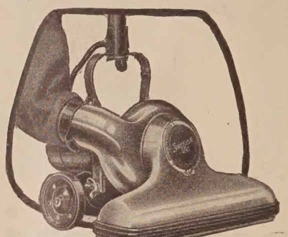
1900 WASHER COMPANY, BINGHAMTON, N. Y.
Beatty Bros., Fergus, Ont., Distributors for 1900 Washer Co. Products in Canada.

"Are we going to get this job (or converting latent desire into immediate sale) done while we live? or, are we going to ride along and leave it to the next generation?"

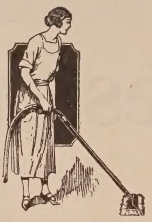
From January Electrical Merchandising.

THE SWEEPER-VAC PLAN

Goes Definitely After Immediate Volume



Our dealers everywhere say:



"Don't let up on Advertising that Vac-Mop. It sure gets the leads."

There are certain exclusive attractive sales points in the Sweeper-Vac that instantly appeal to the housewife.

The Vac-Mop, for instance, after nearly two years of use and endorsement by American Housewives is a tried and proven successful feature for increasing sales.

Unless you're now going very strong the Sweeper-Vac Plan should show you a nice increase.

"Urgency! Action! Never put off 'til tomorrow."

Every housewife, rich or poor, intends sooner or later to clean electrically. It's a matter of time and money. Therefore it is the Sweeper-Vac idea that our sales force and printed salesmen should start right out to sell her a Sweeper-Vac today.

"Now is the time! Every day without it is one more day of drudgery. At such an offer you cannot afford longer to deny yourself the comfort and convenience of cleaning electrically."

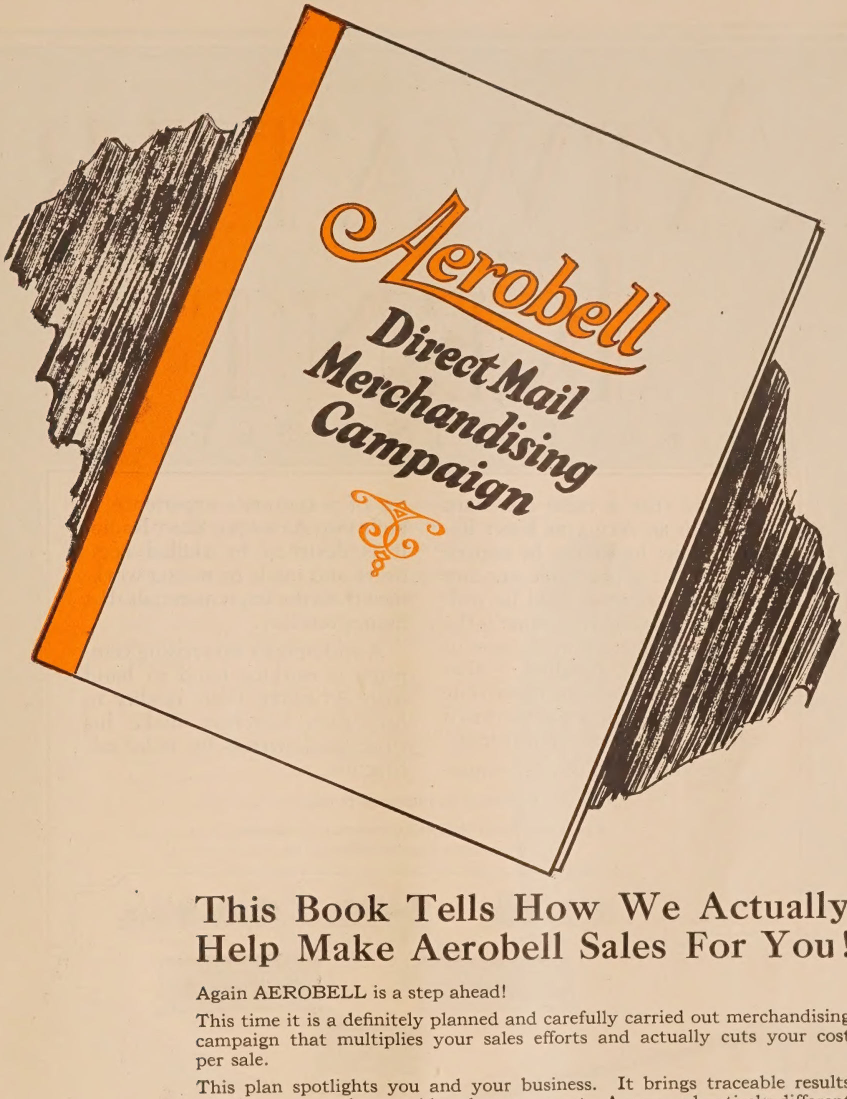
We have proven that such selling and advertising gets big business. Our resale plan, our co-operation with the dealer's organization, and our advertising have carried us in many cities, large and small, to the greatest local volume of business.

A demonstration of our cleaner and plan, will convince you of the resale possibilities of Sweeper-Vac. If you are eager to see quick results write us at once.

M. S. WRIGHT COMPANY
Makers, Since 1908, of Sweeper-Vac Appliances
Worcester Massachusetts

SWEEPER-VAC

Electrical Appliances



This Book Tells How We Actually Help Make Aerobell Sales For You!

Again AEROBELL is a step ahead!

This time it is a definitely planned and carefully carried out merchandising campaign that multiplies your sales efforts and actually cuts your cost per sale.

This plan spotlights you and your business. It brings traceable results whether you employ outside salesmen or not. A new and entirely different sales appeal builds up desire in your prospect's mind—right up to the point of purchase. And you get ALL the profit on each and every sale.

No matter whether you are now handling the AEROBELL or not, this plan *can* and *will* sell AEROBELLS for you.

Our New Dealer Franchise is unusually attractive—and now, plus this profitable dealership, we offer you a sales campaign that actually sells AEROBELLS for you.

This Book will be sent upon request. Write or wire for a copy today.

THE FOOTE-BURT COMPANY
13008 St. Clair Ave., Cleveland, Ohio

AEROBELL ELECTRIC VACUUM CLOTHES WASHER

ATWATER KENT

RECEIVING SETS

EVERY TIME a radio merchant sells an ATWATER KENT Receiving Set he knows by experience that he has made another satisfied customer. And he realizes that a satisfied customer is the strongest influence in the sale of the radio he is handling:—that satisfied customers mean not only a sounder business but increased sales and, of course, more profits.

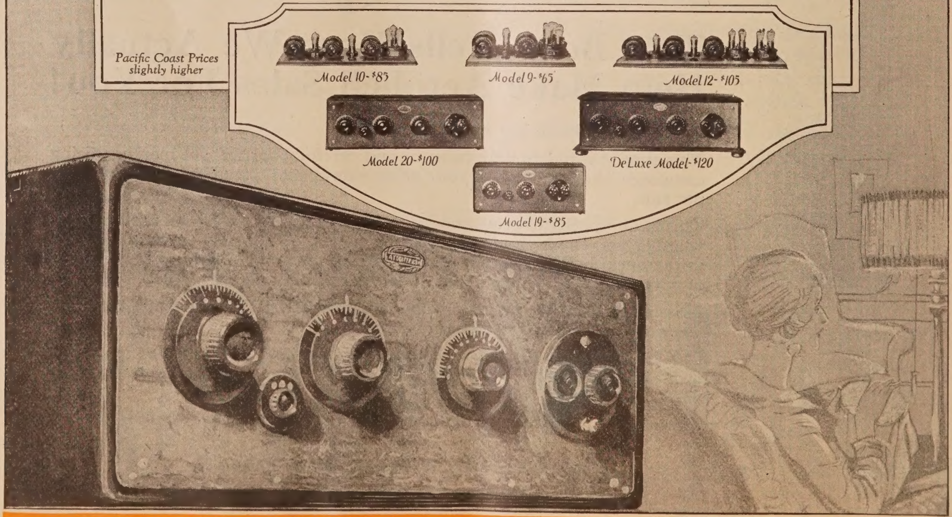
The knowledge of over a quarter of a century's experience is built into ATWATER KENT Radio. It is designed by skilled engineers and made by master workmen from the finest materials that money can buy.

A widespread advertising campaign is working hand in hand with ATWATER KENT quality to help each merchant make his store headquarters for radio satisfaction.

Descriptive literature on request

ATWATER KENT MANUFACTURING COMPANY
4721 Wissahickon Ave., Philadelphia, Pa.

Pacific Coast Prices slightly higher



THINK WHAT IS BACK OF IT

ATWATER KENT

LOUD SPEAKERS

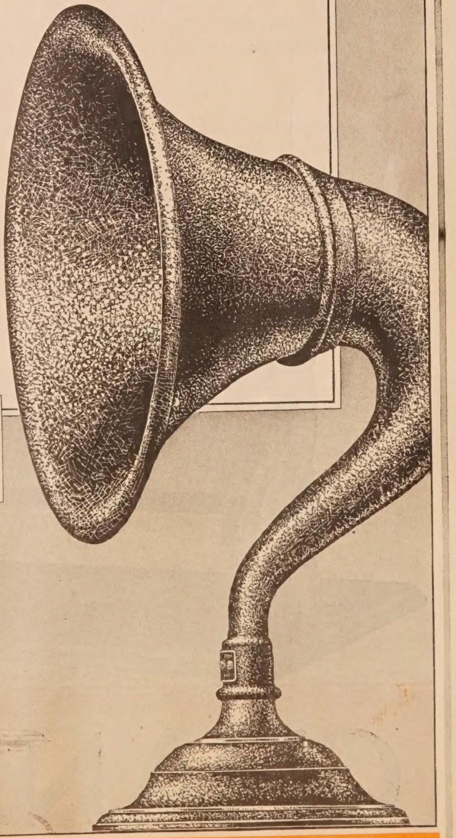
With Atwater Kent Loud Speakers you can increase your business by making customers real radio enthusiasts.

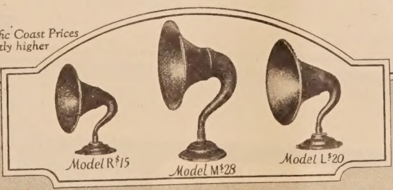
No matter how perfectly a receiver may bring in broadcasts, the true spirit and beauty of the programs cannot be appreciated unless they are faithfully re-created.

The Atwater Kent Loud Speaker is a *real* sound reproducer; its purity of tone is the result of painstaking workmanship, and of almost endless tests and experiments.

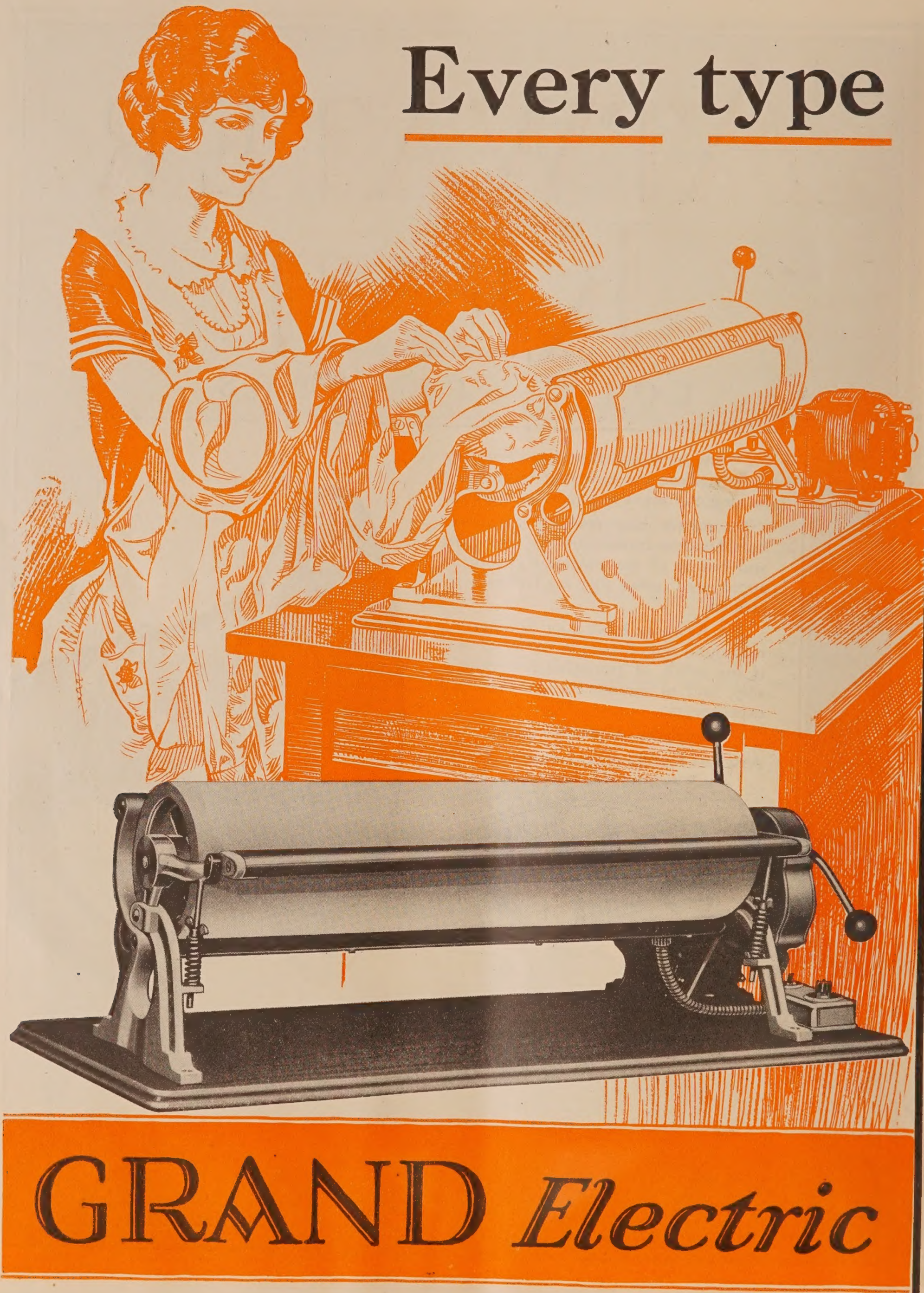
Descriptive literature on request

Atwater Kent Manufacturing Company
4721 Wissahickon Ave., Philadelphia, Pa.




Pacific Coast Prices slightly higher
Model R $15
Model M $28
Model L $20

BRING OUT THE BEST FROM ANY SET


Every type
GRAND Electric

# of Retailer agrees on this

Electrical Stores: "The Grand Ironer is certainly the sensation of the appliance field and is easily sold." Deshon Electric Co., Tulsa, Okla.

Central Stations: "The Grand is very practical and meets a household want very much better than the large cumbersome type of electric mangle." Central Massachusetts Electric Co., Palmer, Mass.

Department Stores: "We are having splendid progress. The Grand Ironer is the favorite ironer on the floor." The Boston Store, Milwaukee, Wis.

It is easy to understand why all types of merchandisers agree on the Grand Ironer as the best retailing proposition in the field when you know what they know about it.

It is easy to understand why, in the space of one year, the Grand has become the outstanding ironer in the industry when you know—

How completely it fills the need of an ironer from a retailing standpoint

How completely it fills the need of an ironer from a user's standpoint

(Here are just a few of the major reasons that have made the Grand Electric Ironer the fastest selling ironer in the industry within a year from its start—a remarkable record.)

26 inches long; only 78 lbs. Every electric wired home becomes a real prospect for an ironer because it fits any space, even in the smallest apartment kitchen.

No special wiring. This big barrier to sales is eliminated by the Grand's small heating surface and low wattage. Operates from any base plug.

Home demonstrations. With compact size and light weight, home demonstrations become inexpensive and practical. A tremendous advantage in increasing sales in ironer selling.

One man delivery. On both deliveries for demonstrations or sales, the cost is reduced from dollars to pennies. One man can take the Grand under his arm and deliver it in a run-about.

Lowest price. The Grand costs the user at least one-third less than all previous electrically heated ironers and is the lowest priced electrically heated ironer on the market today. That makes sales.

Electrically heated. The Grand not only runs by electricity, but is heated by electricity. Therefore it can be used in any room or on the porch.

Costs less than hand ironing. With its small heating area, the Grand uses far less electricity than the big type mangles and even less than hand ironing.

It irons everything that any ironer of any size can iron. Even the largest sheets, spreads and table cloths, as well as shirts, dresses and fancy pieces. Its size has all advantages and no handicaps.

Polished nickel ironing shoe. The only nickeled shoe on an ironer today. Irons everything smoother and never rusts or discolors clothes. Doesn't need waxing. The same difference as between the modern nickeled electric hand iron and the old-fashioned flat iron.

Two finger control. Most house work tires the feet. The Grand Ironer works with the hand and gives the feet a rest.

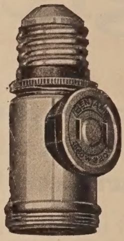
If you have not yet gotten the full news of the Grand, the trade discounts, the co-operation offered, the whole proposition—don't wait. Write or wire today for full details. You will be surprised to learn the amount of gross margin on sales allowed; the extent we co-operate with you in field selling; the amount of your advertising expense we bear.

THE COFFIELD WASHER COMPANY, DAYTON, OHIO, U. S. A.

HOME IRONER

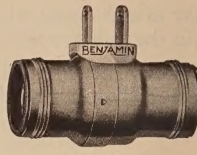
"1080"

The Special Feature Two-Way Plug



No. 1080

Plug turns to any position, so that cord goes straight to the appliance.
Looks better in a bracket than any other Two-Way Plug.
Harmonizes with the fixtures.
Side outlet takes attachment plug cap.
Lamp hangs straight down.
Shell takes standard shade holder.

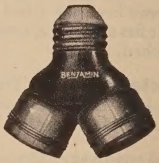


No. 1042

There is a

BENJAMIN
Two-Way Plug

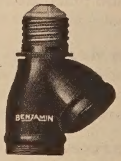
For Every Need



No. 122

Benjamin, originator and leading maker of Two-Way Plugs, presents the only complete line—a plug to answer any requirement and suit every need.

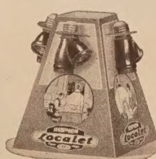
Write for 1925 plans for a Big Benjamin Two-Way Plug Year, Folders, Tags, Window Cards, Self-Selling Display Stands.



No. 77

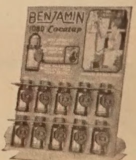
Benjamin Electric Mfg. Co.

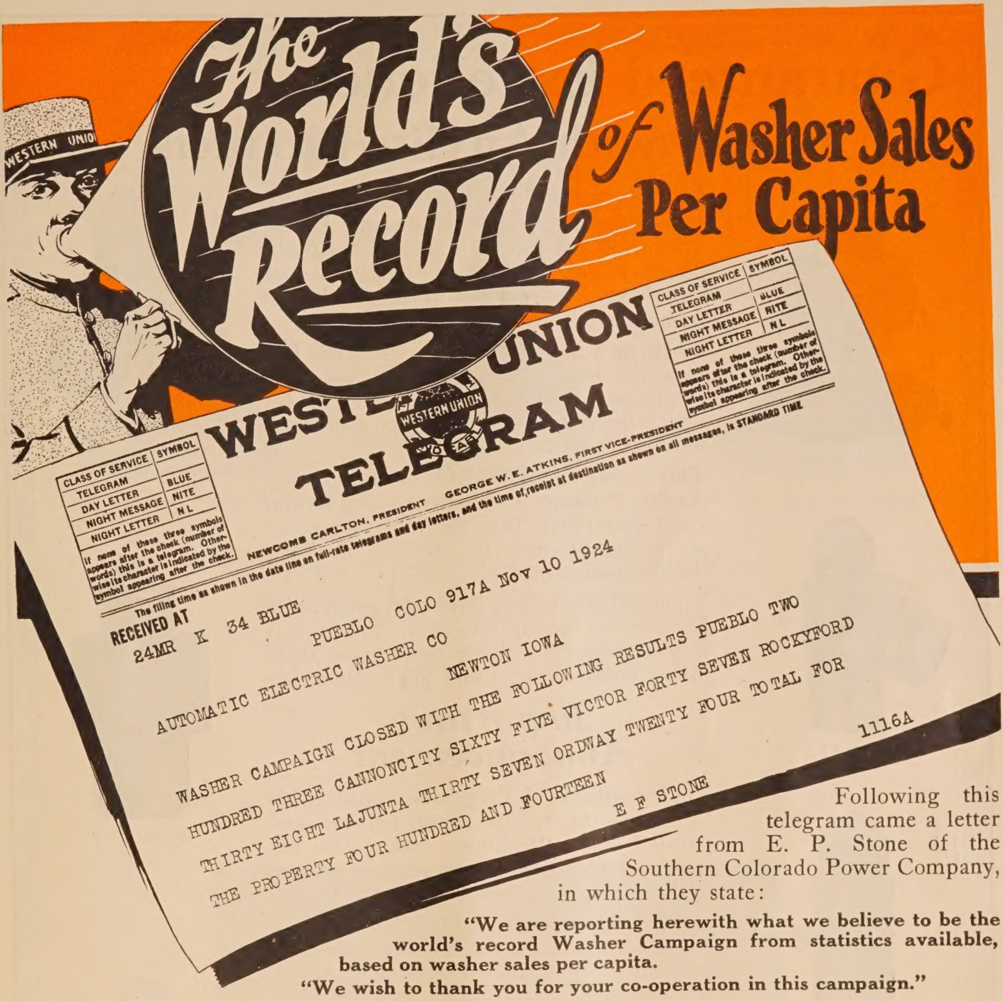
247 West 17th Street, New York
120-128 S. Sangamon St., Chicago
448 Bryant Street, San Francisco



Benjamin Stands Sell Two-Way Plugs

BENJAMIN
Makers of Things More Useful




The World's Record of Washer Sales Per Capita
WESTERN UNION
WESTERN UNION

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

CLASS OF SERVICE	SYMBOL
TELEGRAM	
DAY LETTER	BLUE
NIGHT MESSAGE	NITE
NIGHT LETTER	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

CLASS OF SERVICE	SYMBOL
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If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

RECEIVED AT

24MR K 34 BLUE PUEBLO COLO 917A Nov 10 1924

AUTOMATIC ELECTRIC WASHER CO
NEWTON IOWA

WASHER CAMPAIGN CLOSED WITH THE FOLLOWING RESULTS PUEBLO TWO HUNDRED THREE CANNONCITY SIXTY FIVE VICTOR FORTY SEVEN ROCKYFORD THIRTY EIGHT LAJUNTA THIRTY SEVEN ORDWAY TWENTY FOUR TOTAL FOR THE PROPERTY FOUR HUNDRED AND FOURTEEN

E F STONE

1116A

Following this telegram came a letter from E. P. Stone of the Southern Colorado Power Company, in which they state:

"We are reporting herewith what we believe to be the world's record Washer Campaign from statistics available, based on washer sales per capita.

"We wish to thank you for your co-operation in this campaign."

AutoMatic Washer **the Washer that is Making the Sales Records of America**

It's not just luck that the world's selling records have been made with the Automatic Washer.

It didn't just happen that the Southern Colorado Power Co. sold 414 washers in a sales campaign of only one month.

It wasn't an accident that another Central Station organization sold 1154 Automatics in one month—

Or that another sold 710 machines in a month, and still another 635. *It was action*—real sales action on the part of these distributors—plus the "action" and enthusiasm generated by the fastest selling washer in America.

Ask us about our Plan that always sells Automatics in quantities.

AUTOMATIC ELECTRIC WASHER CO.
115 W. Third St., Newton, Iowa

Automatic Electric Washer Co.,
115 West Third St., Newton, Iowa

Gentlemen: Please send us your catalog and prices on the Automatic Line.

Name ....

Firm Name ....

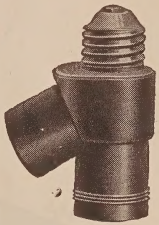
Town .... State ....

Guaranteed Excellence

Bought with Anylite Products

40W
125V
ANYLITE
PAT'D

Anylite Regulator



Anylite TP-2

Anylite Portable Switch

Anylite RP-1 Wall Plug

The excellence of Anylite Products is guaranteed for a very definite reason. It is to assure you and your customers that Anylite Products are designed and built by men who have devoted years to the problem of home convenience.

These men have learned the materials that give the longest service under the most severe use. They have learned the types for which there is greatest need and which are most easily used.

This knowledge and skill is built into every Anylite Product. Every item passes several rigid inspections that the high degree of perfection attained by Anylite Products shall be maintained.

Thousands of dealers have selected Anylite Products as having no equal. You owe it to your business to learn more about their many points of merit and their reliability.

Important Announcement

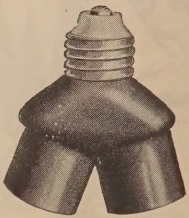
The Anylite TP-3 Plug is now made with "T" slots to receive both tandem and parallel blade attachment caps. Also the body is molded in one piece, thus adding to the strength and neatness of appearance.

Besides improving the plug we have reduced the price. At the new list of 65 cents you can do an increased amount of profitable business.

Get acquainted with the entire line of Anylite Products. They cover every need and you will find them to be real money-makers.

Anylite Electric Co.
Fort Wayne, Indiana

Anylite
IN STOCK
NEAR YOU



Anylite Twin Plug

Anylite TP-3

Anylite Extension Socket

All Metal Reflector

SILVERLITE

Will Not Peel or Crack

E-4. For use in low deep windows.

E-5. For use through glass ceilings and other special work.

E-2. For use in high narrow windows.

Orders Come Easy When You Recommend SILVERLITE

WHEN you recommend Silverlite, you can do so with the visible proof that you are offering the last word in reflector efficiency.

They will not break, peel or crack.

The extension neck makes possible the alternate use of 75, 100, or 150 watt lamps in the same reflector, without the use of extra fittings.

Our guarantee of satisfaction goes with each reflector.

Write today for full details.

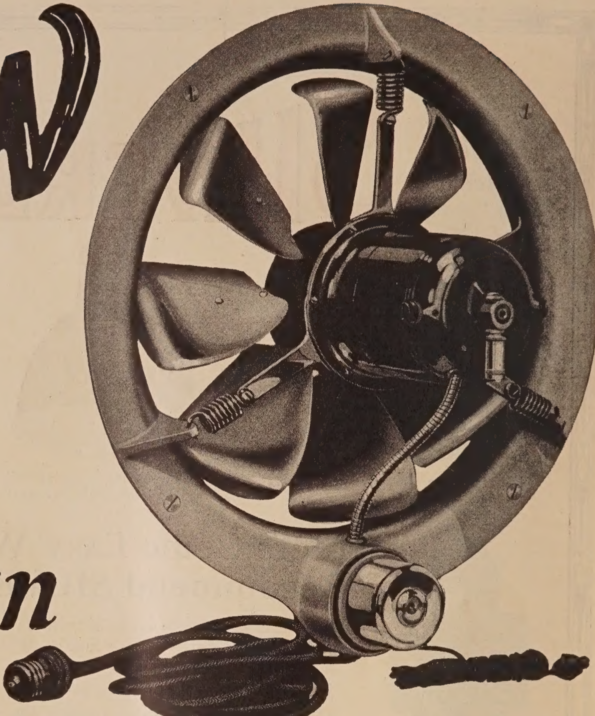
New show windows of Meekins, Packard & Wheat, Springfield, Mass., Silverlite Reflectors throughout. H. L. Brandis, Display Manager.

Chicago, Ill.
Boston, Mass.
Detroit, Mich.
Cincinnati, Ohio
San Francisco, Cal.
Cleveland, Ohio
Portland, Ore.
Washington, D. C.

I. P. FRINK Inc.
24th Street and 10th Avenue, New York
Canada: Associated with The Robert Mitchell Co., Ltd.
64 Belair Ave., Montreal

Seattle, Wash.
Buffalo, N. Y.
Birmingham, Ala.
Philadelphia, Pa.
St. Louis, Mo.
Atlanta, Ga.
Pittsburgh, Pa.
Los Angeles, Cal.

Now



The Same Fan

at a lower price

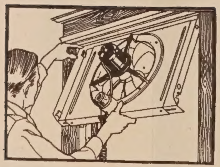
This is a clean-cut reduction in price—not a change in the design or construction of the American Blower Home Ventilating Fan.

Dealers can now offer for $39.50 the same quality—the same features and advantages—that have won such widespread popularity for American Blower Ventura Fans.

Rapidly growing popularity, with resulting economies of manufacture, has made possible this direct cut of nearly 20%.

The new price includes the fan only, without frame, for built-in or special installations. With supporting frame, ready for installation, it will retail for only $7 extra.

This new price level will open thousands of additional



Anyone can easily install or remove an American Blower Household Fan in a few minutes.

American

"Sirocco" TRADE MARK

VENTILATING, HEATING, AIR CONDITION-

MANUFACTURERS OF ALL TYPES OF AIR

Only $39.50 for Fan Alone

$7.00 for Supporting Frame

-and a bigger market for dealers!

homes to dealers who aggressively push this already rapidly selling line.

And to dealers not now handling American Blower equipment it brings an exceptional opportunity to cash in on the increased demand that is sure to follow.

Write or wire for details of the attractive American Blower dealer proposition.

AMERICAN BLOWER COMPANY, DETROIT
BRANCH OFFICES IN ALL PRINCIPAL CITIES
CANADIAN SIROCCO COMPANY, LTD., WINDSOR, ONT.

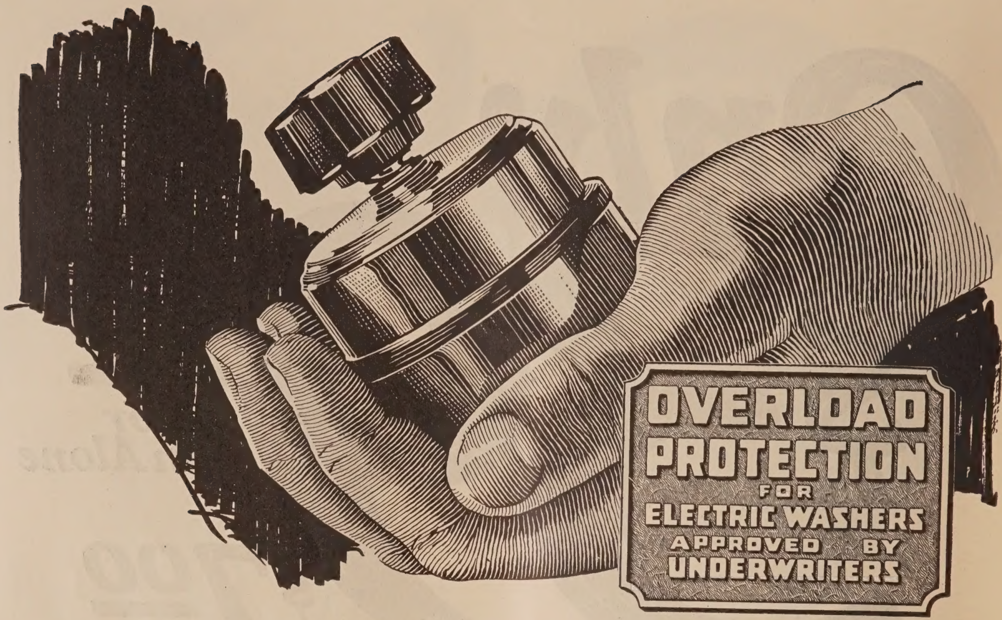
(426)

This notable reduction in price will add thousands of homes to the list of ready prospects for American Blower Household Ventilating Fans.

Blower

ING, DRYING, MECHANICAL DRAFT

HANDLING EQUIPMENT SINCE 1881



This Safety Switch is *Fully* Automatic. It "sets" Itself

A thermostatic circuit breaker interlocks with the snap switch for starting and stopping. ∾ When an overload breaks the circuit and stops the washer it is only necessary to snap on the current again and the breaker is re-set. If the overload still exists the current is broken again. The washer cannot be started while the overload exists. ∾ But when the overload is removed, merely snapping on the current starts the washer. The safety feature is automatically "on the job".

Available for all washers at a practical price. Correspondence invited.

THE DOMESTIC ELECTRIC COMPANY, CLEVELAND, OHIO

(52)

Domestic FULL AUTOMATIC Safety Switch

AMERICANS SHOULD PRODUCE THEIR OWN RUBBER . . H.S.Firestone

No. 8
Firestone
FRICTION TAPE
MANUFACTURED BY
STONE TIRE & RUBBER CO.
K - AKRON, O., U.S.A.
Firestone

Universal Use and Satisfaction

Any electrical job, from the big industrial needs to mending an electric flat-iron or curling tongs—is done better when Firestone Friction Tape is relied on. It is widely preferred because of its more tenacious hold, more perfect insulation and longer service.

Tests even more strict than demands of the government or private concerns, have been met in the Firestone laboratory.

Results prove a far higher standard for Firestone Friction Tape in all the essentials — tensile strength, dielectric properties, freedom from sulphur and long uniform wear.

Its wide adaptability and extra service open up new uses for Firestone Friction Tape and dealers find increasing demand.

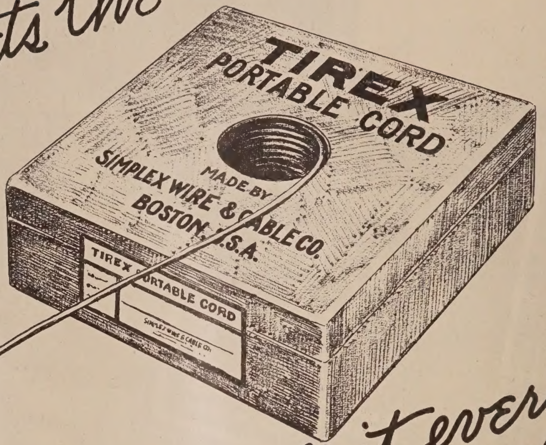
For discounts and full specifications write the Home Office at Akron or our nearest branch.

The Mark of Quality

Firestone

FRICTION TAPE

Tirex gets the OK



Contractor-dealers sell it every day Everywhere

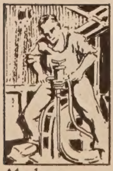
Tirex Construction

(1) Flexible conductors, insulated with 30% rubber compound.

(2) Outer jacket, of 60% rubber compound which affords extraordinary resistance to mechanical wear.

Tirex also embodies all the recognized high standards of Simplex products, which exceed the technical requirements of Engineers and Underwriters by liberal margins.

Contractor-dealers everywhere are finding that it pays to stock Tirex and to specify it wherever possible. It's sales possibilities are unlimited. Because it wears like a high grade tire—it is favored wherever exacting requirements are demanded. There is profit in selling Tirex because of the increasing number of calls for its use. A contractor-dealer has only to get a few dozen trial pieces in the hands of his regular customers before the orders start coming in. Each year the customers find many additional uses for Tirex which result in greatly increased orders. Originally used for portable cords for extensions—it is now used for drop lights, electric drills, leads for motors, on electric appliances except heating, on fans, floor connections in offices, outdoor construction jobs, cranes, in storage battery charging stations, on floor grinders and others to numerous to mention.

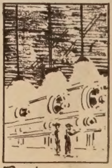

Motor Installation

Mine Cable

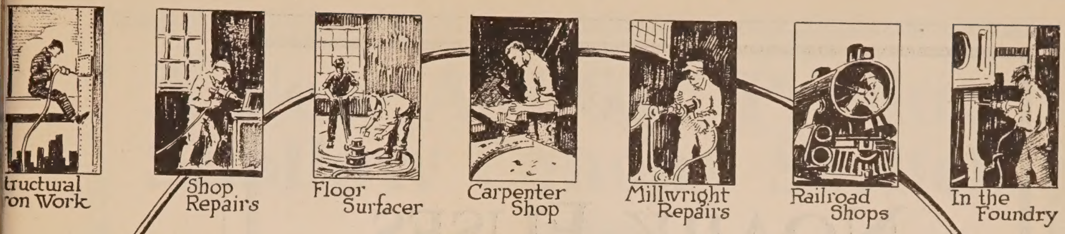
Garage Repairs

Boiler Room

Buildings Construction

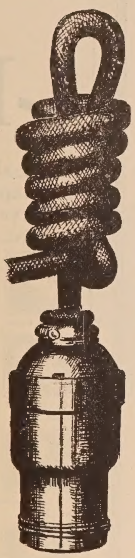

Factory Lighting

Battery Chargin



Tirex Portable Cord gives long satisfactory service even when dragged or drawn, pulled or hauled over rough and rugged obstacles, through mud and water, or over surfaces contaminated with waste oils, leaking acids and escaping gaseous or liquid alkalies. Its smooth rubber surface does not retain dirt and therefore it can easily be kept clean.

Tirex Portable Cord successfully resists the battering of rolling truck wheels just as a high grade tire meets the wear of cobble stones.



Tirex saves time and money

When tools are equipped with Tirex instead of with ordinary cord more than three times the length of continuous operation is assured.

Tirex Cord will not kink.

Tirex Portable Cord is also flexible and pliable. Its rubber construction enables it to resume its normal position when coiled, bent, twisted or knotted—it will not kink.

Tirex meets all size requirements.

Tirex Portable Cord is stocked in two and three conductors in the regular sizes. It fits all standard connections and sockets.

Two and three conductor sizes 14, 16 and 18 Tirex Portable Cord are supplied in 250 foot lengths in cartons from which the Cord may be easily withdrawn in lengths as desired.

Send for prices and a trial piece of Tirex.

SIMPLEX WIRE & CABLE Co
MANUFACTURERS
201 DEVONSHIRE ST., BOSTON 9
CHICAGO SAN FRANCISCO NEW YORK

TIREX
Portable Cord

NOARK FUSES

—*comprise the most complete line of industrial fuses.*

—*"blow on the dot".*

—*have been doing so for 27 years.*

—*have made a lot of profits for dealers during that time.*

—*will make profits for you* RIGHT NOW—*if you say so.*

NOARK fuses blow *on the dot*
NOT TOO SOON—NOT TOO LATE

TRADE MARK
REG. U. S. PAT. OFF.

The Johns-Pratt Company, *Hartford, Conn.*
Division of Colt's Patent Fire Arms Mfg. Company
BOSTON NEW YORK CHICAGO SAN FRANCISCO
EXPORT DEPT., *30 Church St., New York, N. Y., U. S. A.*

TRADE MARK
PROTECTION SERVICE
JP
REG. U. S. PAT. OFF.

2521-2

J-P

has the ability and capacity to serve you in NINE ways

1 NOARK Fuses

2 NOARK Fuse Clips and Bases

3 NOARK Service and Subway Boxes

4 ALL-SAFE Switches

5 NOARK Universal Service Entrance Switches

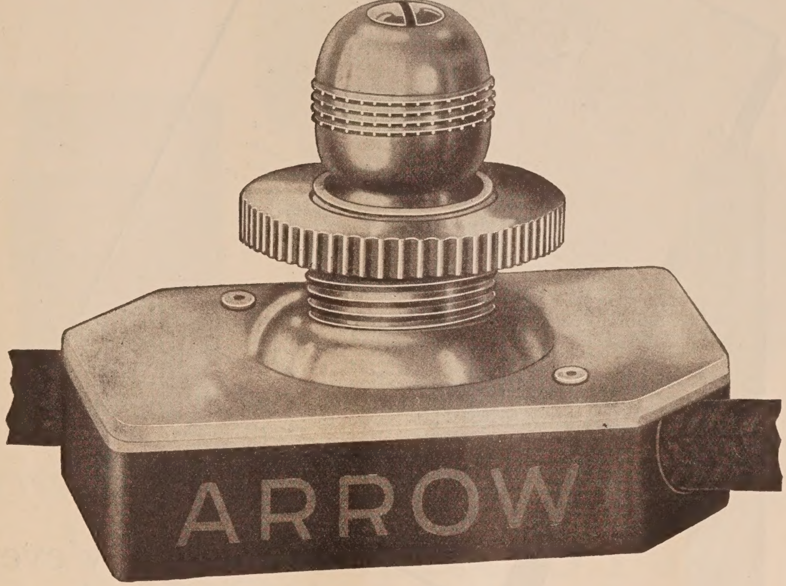
6 Railway and mine material, hangers, insulators, etc.

7 J-P molding service—contract basis

8 VULCABESTON Packing—sheet, rope, braided

9 J-P molded radio parts—from stock

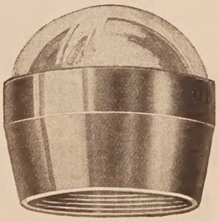
A New ARROW Product
Shallow Canopy Switch



Base Only 5/16 inch Deep

OTHER FEATURES

RATCHET HANDLE Cannot vibrate Loose or Become Lost
INSTALLATION Can be Made Without Removing the Handle
BAKELITE BASE
GLO-TIP Added Makes Device Luminous



No. 1870

Cat. No.	List Price	Std. Pkg.		Pkg. Wgt.	Carton
331	$0.60	100	With stem $\frac{3}{16}$ inch long	12	10
332	.65	100	With stem $\frac{5}{16}$ inch long	13	10
333	.65	100	With stem $\frac{7}{16}$ inch long	14	10
1870	.25	100	Glo-Tip		100

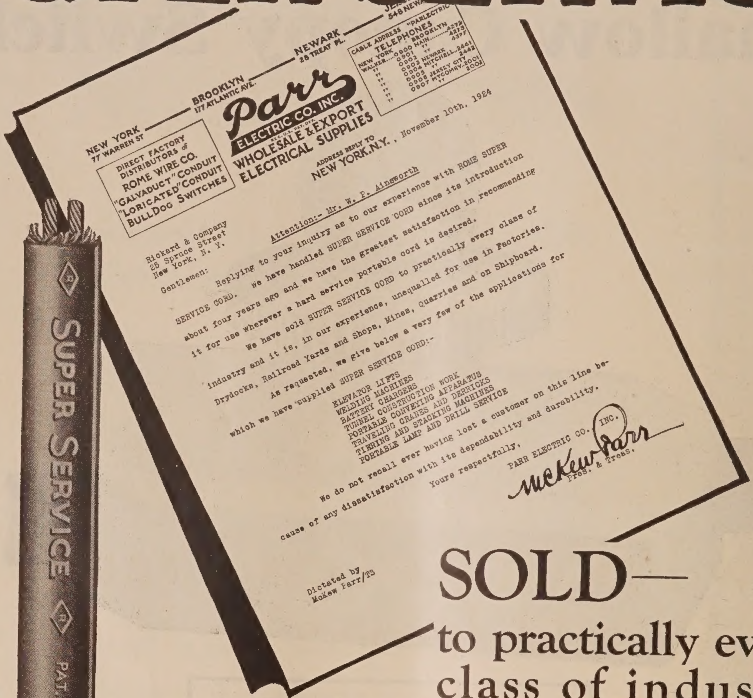
THE ARROW ELECTRIC COMPANY
HARTFORD, CONNECTICUT

ELECTRICAL ARROW WIRING DEVICES

ARROW

The complete line of Wiring Devices

SUPER-SERVICE



NEW YORK
77 WARREN ST
BROOKLYN
177 ATLANTIC AVE.
NEWARK
28 TREAT PL.
JERSEY CITY
548 NEWA

DIRECT FACTORY DISTRIBUTORS of
ROME WIRE CO.
"GALVADUCT" CONDUIT
"LORICATED" CONDUIT
BULLDOG SWITCHES

Parr ELECTRIC CO. INC.
REG. U.S. PAT. OFF.
WHOLESALE & EXPORT
ELECTRICAL SUPPLIES

CABLE ADDRESS "PARLECTRIC"
TELEPHONES
NEW YORK WALKER.....0900
" 0901
" 0902
" 0903
" 0904
" 0905
" 0906
" 0907
BROOKLYN MAIN..........4272
" 4273
" 4377
NEWARK MITCHELL..2441
" 2442
JERSEY CITY MTGOMRY..2001
" 2002

ADDRESS REPLY TO NEW YORK.N.Y., November 10th, 1924

Rickard & Company
25 Spruce Street
New York, N. Y.

Attention:- Mr. W. P. Ainsworth

Gentlemen;

Replying to your inquiry as to our experience with ROME SUPER SERVICE CORD. We have handled SUPER SERVICE CORD since its introduction about four years ago and we have the greatest satisfaction in recommending it for use wherever a hard service portable cord is desired.

We have sold SUPER SERVICE CORD to practically every class of industry and it is, in our experience, unequalled for use in Factories, Drydocks, Railroad Yards and Shops, Mines, Quarries and on Shipboard.

As requested, we give below a very few of the applications for which we have supplied SUPER SERVICE CORD:-

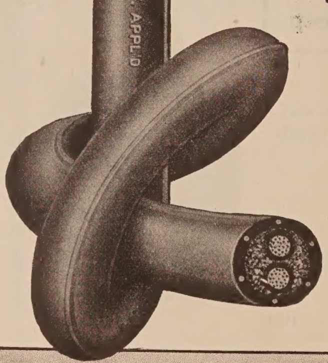
ELEVATOR LIFTS
WELDING MACHINES
BATTERY CHARGERS
TUNNEL CONSTRUCTION WORK
PORTABLE CONVEYING APPARATUS
TRAVELING CRANES AND DERRICKS
TIERING AND STACKING MACHINES
PORTABLE LAMP AND DRILL SERVICE

We do not recall ever having lost a customer on this line because of any dissatisfaction with its dependability and durability.

Yours respectfully,

PARR ELECTRIC CO. INC.
McKew Parr
Pres. & Treas.

Dictated by
McKew Parr/TS



SOLD—

to practically every class of industry

Parr Electric Co. of New York City do a very profitable business in Super Service Cord and Cable. In their experience it is "unequalled for use in factories, drydocks, railroad yards and shops, mines, quarries, and on shipboard".

Jobbers and dealers can recommend it for use wherever a hard service rubber-sheathed conductor is desired. Its satisfaction builds business.

It is the only rubber-sheathed cord and cable vulcanized in steel molds under tons of pressure—it's built for Super Service. Sizes and types for all requirements.

ROME WIRE COMPANY *Mills and Executive Offices:* ROME, N. Y.

Diamond Mills, BUFFALO, N. Y.

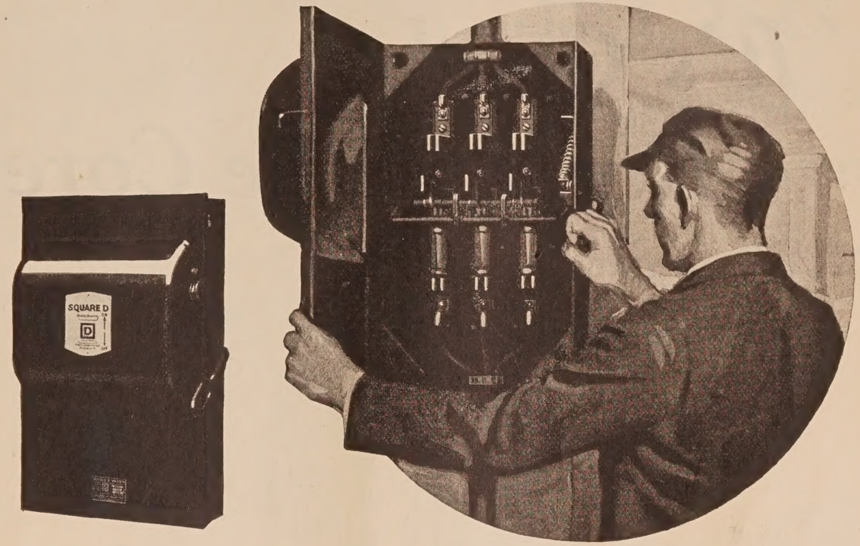
NEW YORK 50 Church St.
BOSTON Little Bldg.
CHICAGO 14 E. Jackson Blvd.
CLEVELAND 1200 W. Ninth St.
DETROIT 25 Parsons St.
LOS ANGELES, J. G. Pomeroy, Inc., 336 Azusa St.
SAN FRANCISCO, J. G. Pomeroy, Inc., 611 Howard St.

2226-L

ROME WIRE

WIRE=ROME

The Pioneer Safety Switch



Now Priced At Less Than You Would Expect to Pay

The leadership of Square D—the pioneer safety switch—rests on the solid foundation of more than 3,000,000 satisfactory installations.

As each year passes, the steadily mounting demand forces larger and larger production; and today the economy of big volume permits the sale of Square D switches at less than you would expect to pay for the fine quality which you naturally associate with the name Square D.

At present prices the Square D Quick-Make, Quick-Break switches constitute *unusual value.*

The Square D Quick-Make, Quick-Break mechanism is securely protected from dust and dirt by being completely enclosed in the switch box. The blades snap solidly home, or sharply disengage. The switch is either completely on, or completely off. The individual base construction insures low maintenance costs.

For price sheet giving latest price information on all Square D switches just get in touch with your jobber or write us direct.

SQUARE D COMPANY, DETROIT, U. S. A.
FACTORIES AT: DETROIT, MICH., PERU, IND.
SQUARE D CO., CANADA, LTD., WALKERVILLE, ONT.
BRANCH OFFICES: Toronto, Montreal

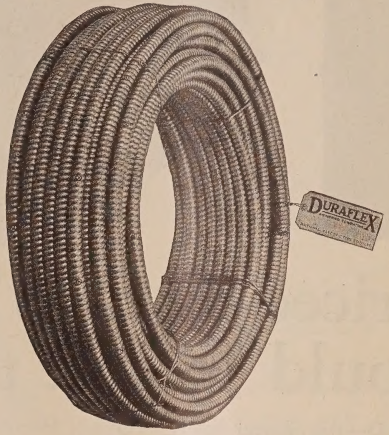
BRANCH OFFICES
Boston Minneapolis
New York Syracuse
Pittsburgh St. Louis
Philadelphia Atlanta
Cincinnati Milwaukee

SQUARE D
Safety Switch

BRANCH OFFICES
Cleveland Kansas City
San Francisco Chicago
Los Angeles Baltimore
New Orleans Buffalo
Indianapolis Columbus

(68)

It's Good—
Right to the Core



DURAFLEX

Reg. U. S. Pat. Off.

The core of DURAFLEX is composed of strands of pure copper. These conductors are insulated with a wall of tough rubber and two strong braids, then sealed against water and moisture by a saturation in pure paraffine. The outside shell is a clean, easily stripped armor that makes installing easy. It is a visible sign of the quality that makes DURAFLEX good — right to the core.

Made by the
Tubular Woven Fabric Co.
Pawtucket, R. I.
Makers of DURABILT PRODUCTS

"It Lasts"

because the fabric is strong

Both sides are Calendered

BULL DOG

FRICTION TAPE

is built on strong cotton duck calendered on both sides with rubber stock and coated with the famous Bull Dog compound specially prepared to retain its adhesive strength for a long period.

Bull Dog Tape lasts on the shelf of the dealer where it does not yield easily to changes of temperature or harden and dry out. Far more important, it lasts on the job, keeping the form into which the skilled hand has moulded it, and offering surprising resistance to water or electric current. In performance as in name it has the true Bull Dog resistance.

BULL DOG
FRIC
T

Bull Dog Friction Tape is conveniently packed in 1, 2, 4 and 8-oz. rolls in individual cartons and assembled in counter display containers. A quick repeating item which appeals to a wide variety of customers.

BOSTON WOVEN HOSE AND RUBBER CO. *Cambridge, Massachusetts*
Makers of Bull Dog Hose, Bull Dog Belting and other Mechanical Rubber Goods

In all wiring work be sure of the wire

PARANITE
TRADE MARK

MAXIMUM VOLTAGE 600
JONESBORO, IND.
PARANITE
500 Feet
B. & S. Gauge
Braided Solid

"Better than code requires"

If it's
PARANITE
it's right

INDIANA RUBBER & INSULATED WIRE CO.
Jonesboro, Indiana
63 Vesey St., New York City
811 Marquette Bldg., Chicago

H & H SQUARE HANDLE
No 8601
Tumbler Switch

A Newly Added Style —Now Optional

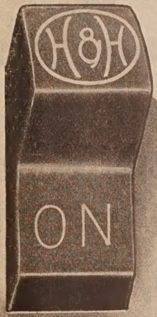
THIS style is coming to hold a place in the preference of many contractors and novelty-seeking owners.

To fill that place—in a quality way—the new Square Handle is *optional* in the H & H Shallow Tumbler No. 8601, made formerly with *round* handle only.

The design of the handle makes plates fit trimly, even when the switches beneath are not mounted precisely or at uniform distance from the plates.

The new slotted plates are interchangeable with other makes of square handle switches—an aid to standardization.

To obtain this switch, specify 8601 *Square*. (It does not displace the *round* handle style which is furnished unless "square" is specified.)



"The Switch with the Balanced Movement"

THE Square Handle "8601" has the selfsame mechanism as the round handle style—famous for its easy-throw, quiet action.

It works as if the up-and-down movement were *balanced*. When you start the lever you store up energy in a compression spring. At the point where you'd meet with the most resistance, this spring-energy is released—thrown back of your press—helping to throw the lever.

With a lever action the smoothest ever is a switch action the *surest* ever. And the lack of strain, the quieted impact, adds years to the life of a switch.

Such is the quality behind the H & H new Square Handle—made available for *all* your jobs in this competitive-price switch.

With 8841 Plate

THE HART & HEGEMAN MFG. CO. HARTFORD, CONN.

PORTLAND
LOS ANGELES
CHICAGO
CLEVELAND
PITTSBURGH
NEW YORK
BOSTON
PHILADELPHIA
RICHMOND
1872
EDWARDS

Edwards Service

*Atlanta, Ga.
*Boston, Mass.
*Chicago, Ill.
Columbus, Ohio
Dallas, Texas
*Denver, Colo.
*Los Angeles, Cal.
*Montreal, Que.
New Orleans, La.
Philadelphia, Pa.
Pittsburgh, Pa.
*Portland, Ore.
Richmond, Va.
Toronto, Ont.
Vancouver, B. C.
Winnipeg, Man.

*Stock at Every Star

Back of the trademark

Organization

With twelve branch offices at strategic points from coast to coast, and with *full* stocks always on hand at *seven* of them, Edwards and Company today offers contractors and jobbers a nationwide service on Electrical Signalling Devices.

The organization which has made this possible is a model of modern business "engineering."

You are cordially invited to visit the Edwards plant and offices next time you come to New York, and become acquainted with the organization that is ready to co-operate with you.

There Can Be But One "BEST BELL" and Most Mines, Railroads, Industrials, Big Contractors and Engineers Say It Is the

RECTI BELL

RECTI
1872
EDWARDS
PATENTED

For All
Voltages

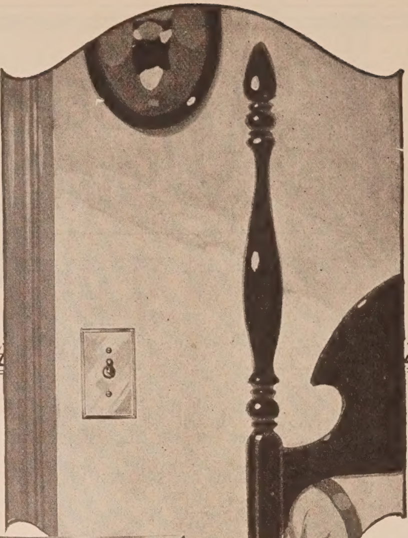
In All
Types

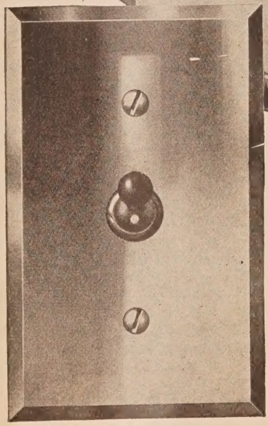
It has fifty-three years of experience behind it—
is guaranteed without time limit and carried
in stock for quick shipment by

EDWARDS and COMPANY INC.
140th and Exterior Streets, New York City

HUBBELL

Toggle Switches





Hubbell Toggle Switch
Porcelain Body; *Black* "Bakelite"
Handle—Assembled with plate

New

You've never thrown a switch with action so positive!

Throw the handle of this new Hubbell Toggle Switch and it's sure to make or break the contact. The mechanism cannot "stall" midway—or any way. Its operation is as certain as sunrise.

You will sense how different this switch is from those you know, the minute you get one in your hands and throw the toggle handle. Its positive action is altogether unique.

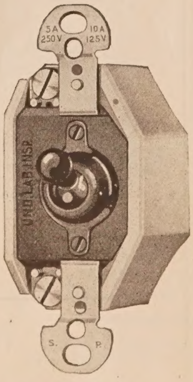
The Hubbell Toggle Switch with the new "lock and release" movement represents ten years of development work. It marks an important advance in toggle switch design and construction.

Made in white porcelain with toggle handle of black "Bakelite," and in black composition with brass toggle handle. The brass handle can be supplied with luminous tip.

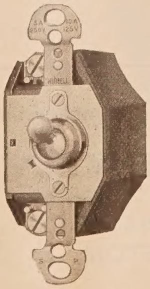
Single pole, double pole, three-way and four-way types. Plates—struck-up or solid brass.

Ask your jobber to show you this new switch.

HARVEY HUBBELL INC
ELECTRICAL WIRING DEVICES
BRIDGEPORT CONN. U. S. A.



Porcelain Body
Black "Bakelite"
Handle



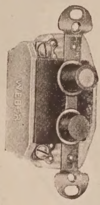
Composition Body
Brass Handle

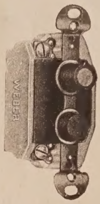
2646-U

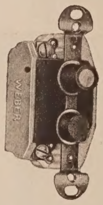
ELECTRICAL WIRING DEVICES

WEBER DEPENDABLE WIRING DEVICES

Now The Flush Switches Are Ready







Push Switches

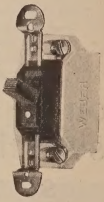
- Extra shallow (1$\frac{3}{16}$ inches)
- Snappy action
- Compression spring
- Long life
- Parallel buttons
- Anchored terminals
- Long binding screws
- Pointed mounting screws
- Underwriters' label

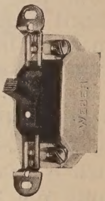
Catalog No. 2500—Single Pole
Catalog No. 2501—Three Point
Catalog No. 2502—Double Pole

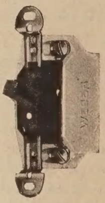
Toggle Switches

- Extra shallow (1$\frac{3}{16}$ inches)
- Snappy action
- Compression spring
- Long life
- Standard lever
- Anchored terminals
- Long binding screws
- Pointed mounting screws
- Underwriters' label

Catalog No. 2550—Single Pole
Catalog No. 2551—Three Point
Catalog No. 2552—Double Pole







And As We Said Before

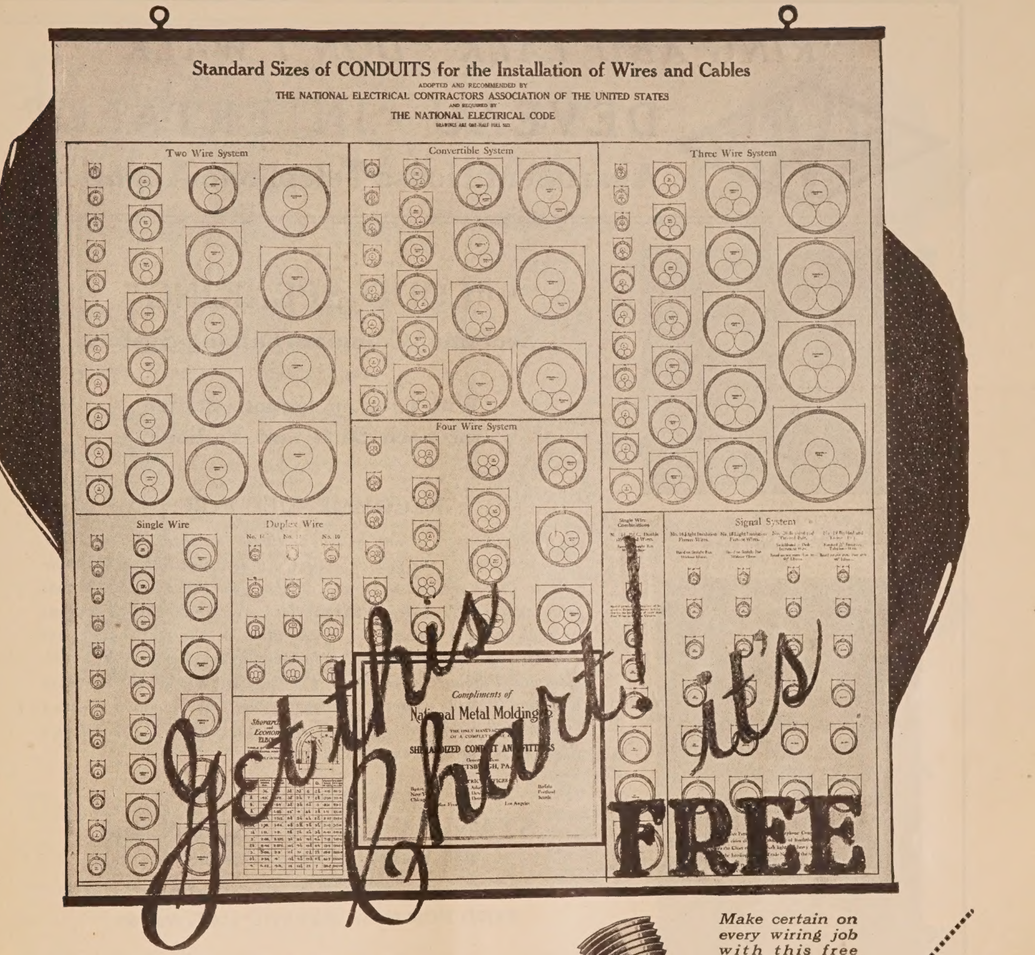
When WEBER Makes a Switch, It's a SWITCH

Send for sample

On your next order for flush switches, specify WEBER

HENRY D. SEARS
General Sales Agent
80 BOYLSTON STREET
BOSTON 11, MASSACHUSETTS

District Sales Representatives in
New York, Philadelphia, Detroit, Chicago, San Francisco, Los Angeles, Seattle


Standard Sizes of CONDUITS for the Installation of Wires and Cables
ADOPTED AND RECOMMENDED BY
THE NATIONAL ELECTRICAL CONTRACTORS ASSOCIATION OF THE UNITED STATES
AND REQUIRED BY
THE NATIONAL ELECTRICAL CODE
Two Wire System
Convertible System
Three Wire System
Four Wire System
Single Wire
Duplex Wire
Signal System
Compliments of
National Metal Molding Co.
Get this Chart! it's FREE

WHAT size of conduit? What about elbows? Questions instantly and authoritatively settled for any job where rigid conduit is to be installed.

This Chart hangs on the wall as handy as a calendar—and as necessary when wiring must be figured.

It is a quiet reminder of *Sherarduct*—the Rigid Conduit. The Chart is free, and so intensely practical you will regularly use it.

National Metal Molding Company

WORLD'S LARGEST PRODUCERS OF ELECTRICAL CONDUITS AND FITTINGS

1461 **Fulton Building, Pittsburgh, Pa.** 10

Represented in All Principal Cities

Sherarduct

The Rigid Conduit That Bends

SHERARDUCT

Make certain on every wiring job with this free Chart. Just slip this coupon in the mail now; that's all you need to do.

MAIL TODAY

SIGN—TEAR OFF

National
Metal Molding
Company
Pittsburgh, Pa.

Please send free Chart of Standard Sizes of Conduits.

Name

Firm

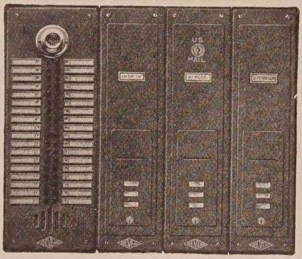
Address

1461

"RING AND TALK—DON'T WALK"

DEVEAU "INTERTALK"

Apartment House Telephone Apparatus



PATTERN No. 80
"Loud-Speaking" Cordless Vestibule Outfit With Letter Boxes

"LOUD-SPEAKING"

Sectional-Common-Talking-System

**With Drop on Janitor's Station
for Each Suite and Vestibule**

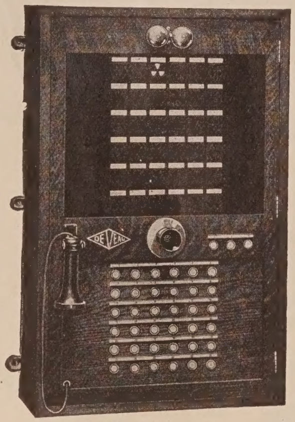
RECOMMENDED FOR

Apartment Houses having several vestibule entrances, but all under the supervision of one janitor; where it is desirable to have vestibule talk to its respective suites and not be disturbed by conversations from another vestibule. Conversations are common to all stations of each section; however, a conversation in one section will not interfere with a conversation in any other section. Sectional-Common-Talking-Systems are a combination of two or more Common-Talking Systems arranged so that each Common-Talking System is independent of any other on the system. Tradesmen's Stations can be used on this system.

MANUFACTURED BY

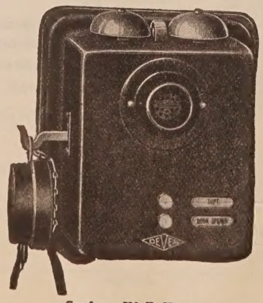
STANLEY & PATTERSON, Inc.
250 West St., New York, U. S. A.

SEND FOR NEW DEVEAU CAT. No. 40



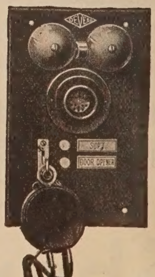
PATTERN No. 2200
Janitor's Answering and Calling Telephone Annunciator

SUITE TELEPHONES



Surface Wall Type
PATTERN No. 2524

Surface Wall Type
PATTERN No. 1172



Flush Wall Type
PATTERN No. 2530

LENK IMPROVED

Automatic Blow Torch No. 66

A New Torch for the New Year

Just what Electricians, Mechanics, Radio Workers, Automobilists, Dentists and Home Tinkers want.

LENK
AUTOMATIC
IMPROVED
TORCH

Five features that make the Lenk Improved Torch the best on the market:

1. **Extension base improves its stance**
2. **Screw Top makes it easier to load**
3. **Nozzle-cap prevents evaporation**
4. **More flame gives greater heat**
5. **Bigger barrel holds more fuel**

Operates on denatured or commercial alcohol. Blows itself.

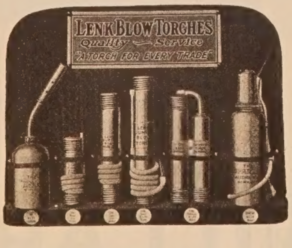
Size: 6½-in.x2⅜-in.x1½-in. List Price $1.75.
Packed in individual cartons. Six to a container.
Per dozen (net) $12.60

The Lenk Business Builder

Here is a display that will pay its way from the minute it finds a place in your window or on your counter.

Substantially built and beautifully finished, this board not only sets off the torches to the best advantage—shows the six different torches in the Lenk Line and tells the price of each, but invites interest and excites a desire on the part of every patron to inspect, handle and purchase.

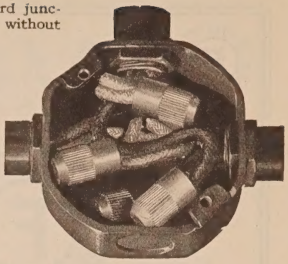
Knowing that this display will help sell Lenk Blow Torches, we are offering it free to all who will use it—the only charge in connection with it being the value ($5.00 net) of the torches that accompany it.



Jobbers are invited to write for samples and quotations

THE LENK MANUFACTURING CO.
34 Portland Street, Boston, Mass.

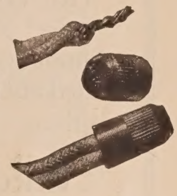
Fit all standard junction boxes without crowding.



Tell electricians you can clip their best time records

THE one thing an electrician sells to his customers is his time. The more work he can squeeze into his day, the more money for him. Show him that you can clip hours of time from every job for him, with Ideal Wire Connectors.

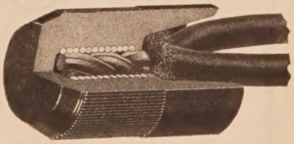
Like this:



—Skin and twist the wires
—select an Ideal by its color or by the number molded on the end
—screw it on
—and that's all

Ideals are tough little devices that will stand all ordinary rough usage. Come in several sizes to handle all regular solid and stranded wire combinations—each size comes in a different color so you can spot it at once. Inside the Ideal is a copper-covered steel wire coil that bites into the copper wire joint, holds it tight, makes a perfect mechanical and electrical joint, heat-proof, moisture-proof and always ready for instant inspection.

Approved by Underwriters Laboratories.
Recommended by Nat'l Elec. Code.



Make an

IDEAL

joint yourself

use the coupon

IDEAL COMMUTATOR DRESSER CO.
1037 Park Ave., Sycamore, Ill.

Please send me sample of Ideal Wire Connector (Jasper Patent Pending).

Position.................

Name.................

Company.................

Address.................

E M 2-F-RTG

E. H. FREEMAN ELECTRIC CO.
and
TRENTON PORCELAIN CO.

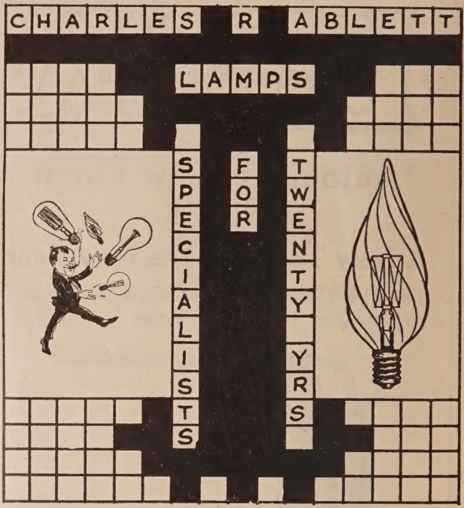
Announce that they have consolidated and will hereafter be known as the

CIRCLE F MFG. CO.

This consolidation is not accompanied by any change of management, organization or business policy.

The trade mark that will be carried on all products of this organization

CIRCLE F MFG. CO.
Trenton, New Jersey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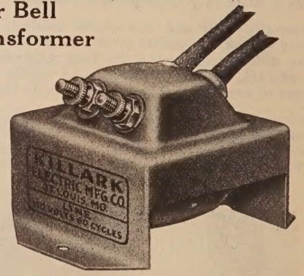
LAMPS
SPECIALISTS
FOR
TWENTY YRS

Charles R. Ablett Co.
Lamp Specialists for Twenty Years
199 Fulton Street, New York City

BLUEBELL

Door Bell
Transformer


KILLARK ELECTRIC MFG. CO. ST. LOUIS MO.
LINE 110 VOLTS 60 CYCLES

Approved—Guaranteed
Advertised

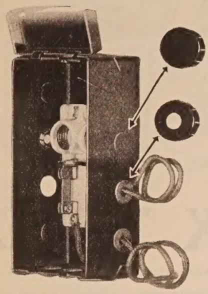
Write for Prices

KILLARK
ST. LOUIS ST. LOUIS

KILLARK ELECTRIC MFG. CO.
3940-48 Easton Avenue, St. Louis, Mo.

ECONOMY

With Assured Safety



The hole in ½-inch bushings will take single braid, rubber-covered wire up to number eight. The ¾-inch bushing will take double braid wire up to number four.

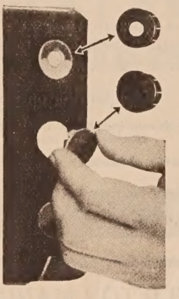
Electricians can combine economy with assured safety by using Utility Snap-in Blanks and Bushings: economy, because they cost less and last a lifetime: safety, because they conform to the most critical inspection, being approved by the Underwriters' Laboratories, N. E. C. Standard.

Utility blanks and bushings are easily and quickly installed, snap into place the same as a glove fastener and stay put. They have been designed for use in service cabinets, steel gutter linings, meter loops, drop-cord covers, roof sign letters, etc., and give satisfaction wherever used, and under all conditions.

They are made in one piece, of weather resisting material, so there is no possibility of their rusting, corroding or breaking.

WRITE FOR SAMPLES

UTILITY
TOOL, DIE & STAMPING
COMPANY, INC.
Toledo, Ohio



Made in two sizes to fit ½ and ¾-inch knockouts in and service or outlet box.

"SIMPLEX"

Solderless Connectors

Approved By Board
of Underwriters and
Hydro-Commission.

No Tools—No Tape
No Solder—
No Paint

MPLEX
SIMPL

Actual Size
Pat. 1513656

Strip Wires and Bring Together—One Twist—Joint Completed.

Straight Thread Engages Bare Wire—Conical Thread Insulated Wire, Ensuring 100% Perfect Joint.

WEISS & BIHELLER
Importers Lighting Glassware, Crystal Fixtures, Etc.
584 Broadway, New York City
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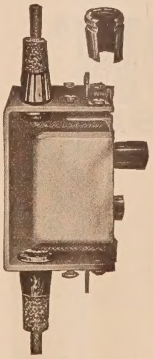
APPROVED
LOOM FASTENERS



"JIFFY"
Loom Clamps

("Jiffy" Bushings)

Are approved by the Underwriters for they

Secure the loom to box or plate.

Grip the loom firmly.

Fill the opening around the loom.

Are easily and quickly installed.

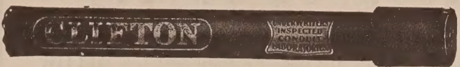
Send for Free Samples.

Distributed by Leading Jobbers

Send for a copy of
"THE HOLE STORY"
Describing the "JIFFY" Hole Cutter.

PAUL W. KOCH & COMPANY
17 So. Wells St., Chicago, Ill.

CLIFTON
Rigid Steel Conduit


CLIFTON
UNDERWRITERS INSPECTED CONDUIT LABORATORIES

CLIFTON IS MADE TO FILL THE CONTRACTORS' NEEDS

It is a practical conduit, quick to install and easily fished. The interiors are specially treated and extra smooth; the threads are clean and sharp.

Use Clifton on your wiring contracts.

Our insulating tapes and compounds also are endorsed and specified by many of the largest contractors.

CLIFTON
UNDERWRITERS INSPECTED CONDUIT LABORATORIES

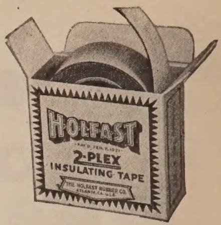
CLIFTON MANUFACTURING CO.
67 Brookside Ave., Boston, 30, Mass.

Cuts time in half

The NEW 2-PLEX TAPE is coated on one side with non-drying friction material, and on the other side with heat-tested, special red insulating rubber. Requires only *one* wrapping to complete a *safe* job.

Order from your jobber or send for generous size *free* sample.

Holfast Rubber Co., Mfgrs.
Atlanta, Ga.


HOLFAST
2-PLEX
INSULATING TAPE
THE HOLFAST RUBBER CO. ATLANTA, GA.

2-PLEX TAPE

ALPHADUCT
FLEXIBLE NON-METALLIC CONDUIT

Used by the majority
because
they know it is good!

ALPHADUCT CO., 136 CATER AVE., JERSEY CITY, N. J.

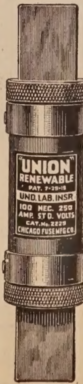
Strength

is first and foremost of all considerations entering into the construction of

'UNION' RENEWABLE FUSES

No other fuse is built so ruggedly. No other can be renewed so quickly. That explains why no other fuse withstands so many blowouts.

At Leading Dealers and Jobbers
Write for Catalog


UNION
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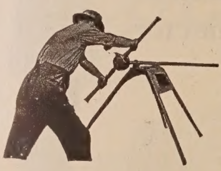
PAT. 7-25-16
UND. LAB. INSR.
100 NEC. 250
AMP. STD. VOLTS
CAT. No. 2229
CHICAGO FUSE MFG CO.

CHICAGO FUSE MFG. CO.

MANUFACTURERS OF
ELECTRICAL PROTECTING MATERIALS AND CONDUIT FITTINGS
LAFLIN & 15TH STREETS
CHICAGO

MARTIN
Portable Vise Stand and Pipe Bender



Absolutely indispensable for cutting, threading and bending conduit outside of the shop.

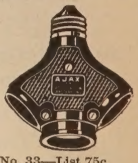
We will send you one, for ten days trial.

Ask your jobber or write.

H. P. MARTIN & SONS 621 E. 2nd Street, OWENSBORO, KY.

FREE

Write us, mention your Jobber's name and we will send you FREE, without obligation, a No. 22 Ajax Plural

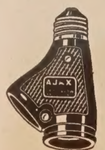


Sample Socket Plug

No. 33—List 75c.

and complete price sheets on Electrical and Radio Specialties

If our goods and prices suit you—order from your Jobber at our New Discounts. Our Socket Plugs are Guaranteed against all damage from heat, moisture and breakage. Approved by Good Housekeeping and Modern Priscilla testing laboratories.



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Ajax Electric Specialty Co.
1926 Chestnut St., ST. LOUIS, MO.

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Quality
Service
Square
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Quality Products

Armored Cable
Flexible Steel Conduit
Non-Metallic Flexible Conduit

P.S. Write for our vest-pocket telephone directory.

Eastern Tube & Tool Co., Inc.
Brooklyn, N. Y.

RUBBER INSULATED WIRES AND CABLES

National Electrical Code Standard
Intermediate (Red) Thirty Per Cent

Wire built under the direct supervision of experienced engineers, skillfully and honestly manufactured with one purpose and result.

Continuous Service

A-A WIRE CO., Inc.

110 EAST 42nd STREET
NEW YORK CITY

Branch Office:
The Sloan Bldg.,
Cleveland, Ohio

Factory:
Newark, N. J.

Jim says: "Stick? You just bet it does"

"Yes siree," says Jim, "this Dutch Brand Tape is stickier to start with and sticks tight longer than anything else I've ever seen."

Jim knows from experience that DUTCH BRAND Friction Tape actually possesses the adhesive qualities he so strongly describes. In addition, he can also depend on its not raveling. This means that he can use it to the last inch without waste.

Resists 2200 volts and over. No pin holes. More strength than you need.

Use Dutch Brand Tape —
—and you will recommend it to your trade. Four sizes — in attractively packed self-selling counter display cartons—retailing at 5, 10, 20 and 35 cents. At leading jobbers everywhere.

Dutch Brand Soldering Paste
A scientific mixture containing better fluxing qualities than ordinary pastes. Holds the solder fast—less paste required for a given job. Quicker work possible with greater ease. Just what the trade has been seeking.

DUTCH BRAND
SOLDERING PASTE

VAN CLEEF BROS
Manufacturers
Rubber and Chemical Products
Woodlawn Avenue at 77th Street ∴ Chicago

Dutch Brand
FRICTION TAPE

Attach to Your Letterhead and Mail

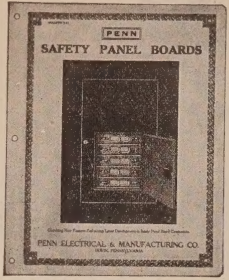
VAN CLEEF BROS., Chicago

Please send me free samples of your Dutch Brand Friction Tape and Soldering Paste.

NAME ____________________

ADDRESS ____________________

CITY ____________________



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PENN

Bulletin M. S. 25
just off the press.
New Features
Latest Developments

Penn Electrical & Mfg. Co.
Main Office and Works
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BRANCHES: 439 Real Estate Trust Bldg., Philadelphia; 113 E. Franklin St., Baltimore; 48 E. 41st St., New York City

DOLPHIN

DOLPHIN ATLANTIC

A code wire of high quality, known for its great dielectric strength and resiliency and used for its dependability and maximum service. TRITON, intermediate grade, 25 per cent Para, and NEPTUNE, 30 per cent Para, are other widely known and used Atlantic wires.

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Office and Factory:
Rome, N. Y.

SPLICING TRADE APRUB MARK COMPOUND

We Built Our Business on Quality

Aprub Splicing Compound and Friction Tape

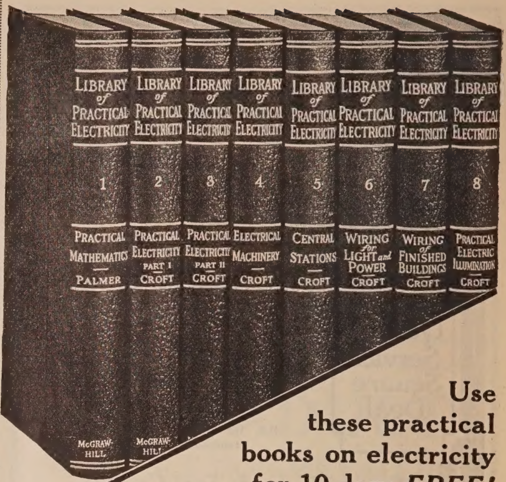
O.K. Splicing Compound and Black Friction Tape

Our Prices are Right

Get it from your Jobber

Appleton Rubber Co.
Main Office and Factory
Franklin, Mass.

BLACK FRICTION TRADE O.K. MARK TAPE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A combined reference library and home study course in practical electricity

Croft tells you the things you need to know about motors, generators, armatures, commutators, transformers, circuits, currents, switchboards, distribution systems—electrical machinery of every type, its installation, operation and repair—wiring for light and power—how to do it mechanically perfect, in accordance with the National Electrical Code—wiring of finished buildings—underwriters' and municipal requirements—how to do a complete job, from estimating it, to completion—illumination in its every phase—the latest and most improved methods of lighting—lamps and lighting effects, etc.

Fill in and mail the coupon attached and we will send you the entire set of eight volumes for ten days' Free Examination. We take all the risk—pay all charges. You assume no obligation—you pay nothing unless you decide to keep the books. Then $1.50 in ten days and the balance at the rate of $2.00 a month. Send the coupon NOW and see the books for yourself!

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Name ....

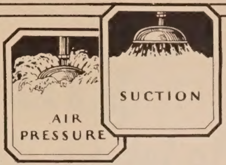
Home Address ....

City and State ....

Employed by ....

Occupation .... W. 2-1-25

This illustrates the 3 cup suction principle of the Horton No. 40 shown below.



Horton Washers No. 35, 33, 30 and 20 shown below, are of the dolly type.

for Every Purse and Purpose *a Horton Washer and Ironer*

THERE'S a reputation—55 years in the making—back of the name Horton. It is the strongest of all guarantees that what you buy of us is worthy. It is one of the reasons why the Horton line in its entirety is dependable, not only in quality of manufacture, but also type of appliance.

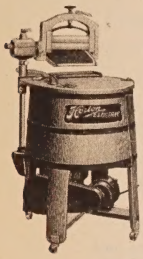
Whether it is wood tub washer hand operated; whether it be copper tub model electrically driven, rest assured it is the finest of which the heart and hand of man are capable.

The Horton line is complete. Three different models of dolly type washers to offer city or farm prospects. Three models of electrically driven washers in dolly and suction cup types. Then, to complete the line, there are two models of ironers—with a full open end which iron *everything*.

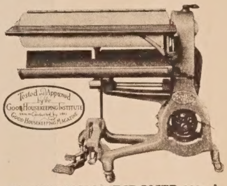
You need never miss a sale or pass a prospect with the Horton line. We have some *real* sales facts to give to make you dealers realize the unusual selling opportunity which the Horton line offers. Let us tell you the facts. Remember your jobber has an ample stock of Hortons and can give real service.

HORTON MANUFACTURING CO.
1028 Fry Street Fort Wayne, Ind.

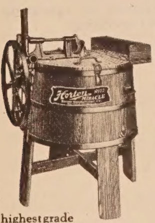
Horton



HORTON No. 33—the acme of perfection in dolly type electric washers. Retail price $85.00.

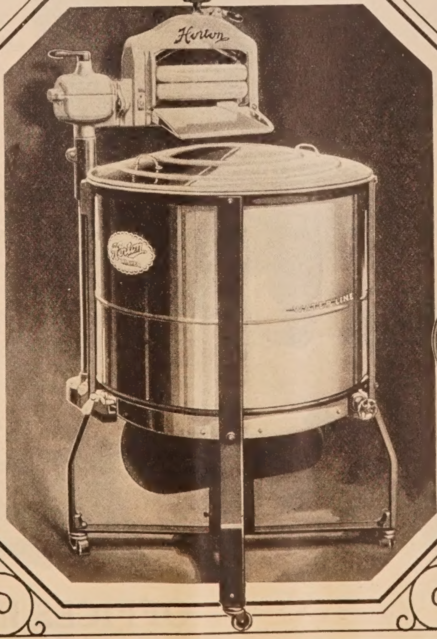


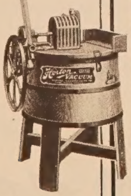
HORTON HOME IRONER *30 inch roll*. Irons *Everything* perfectly. Retail price $140 [gas heated]; $175 [electrically heated].



HORTON MIRACLE WASHER
No. 22—the highest grade hand operated washer. Retail price $18.

HORTON IRONER—42 inch roll $145; 46 inch roll $155 [gas heated].

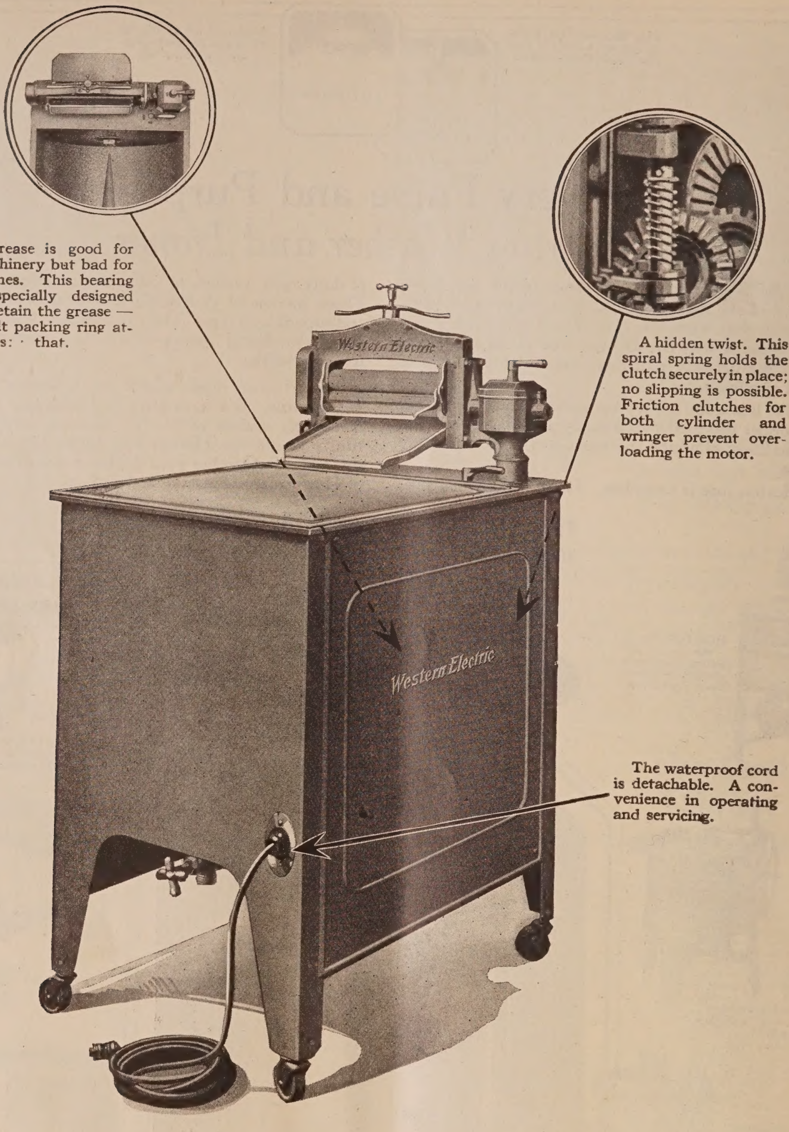




HORTON WASHER No. 35—Single Cup Vacuum Type, Hand Power. Retail price $20.

HORTON "PEERLESS" WASHER No. 30—Water Power. Requires only 25 lb. pressure. Retail price $22.50.

HORTON No. 40—*the original 3-cup Electric Suction Washer* Retail price $160 with copper tub; $165 with white vitreous enamel tub.



Grease is good for machinery but bad for clothes. This bearing is specially designed to retain the grease — a felt packing ring attends to that.

A hidden twist. This spiral spring holds the clutch securely in place; no slipping is possible. Friction clutches for both cylinder and wringer prevent overloading the motor.

The waterproof cord is detachable. A convenience in operating and servicing.

Western

OFFICES IN FORTY-NINE

Announcing

—*the improved model of the*

Western Electric

Clothes Washer

"What a fine looking washer it is!" your prospects will exclaim.

"What splendid work it does!" they will say after using it the first time.

"How well it is built!" will be their verdict after several years' continued use.

This new Western Electric model meets every demand you or your customers could make. Basically it is the same tried and true design as before—endorsed alike by household experts and by housewives everywhere. But in several important particulars it has been made a better looking, better working Washer.

The picture opposite will show you some of these points of betterment—the spring which holds the clutch in place, the grease-tight felt gasket in the cylinder bearing, the detachable cord.

To top it off is the cover of polished aluminum and the nickel wringer roll release—those finishing touches which delight the critical woman.

All in all this improved Washer is the kind that builds business. It will pay you to back this appliance and the whole Western Electric line—the Vacuum Sweeper, the Ironer, the Iron and the Sewing Machine.

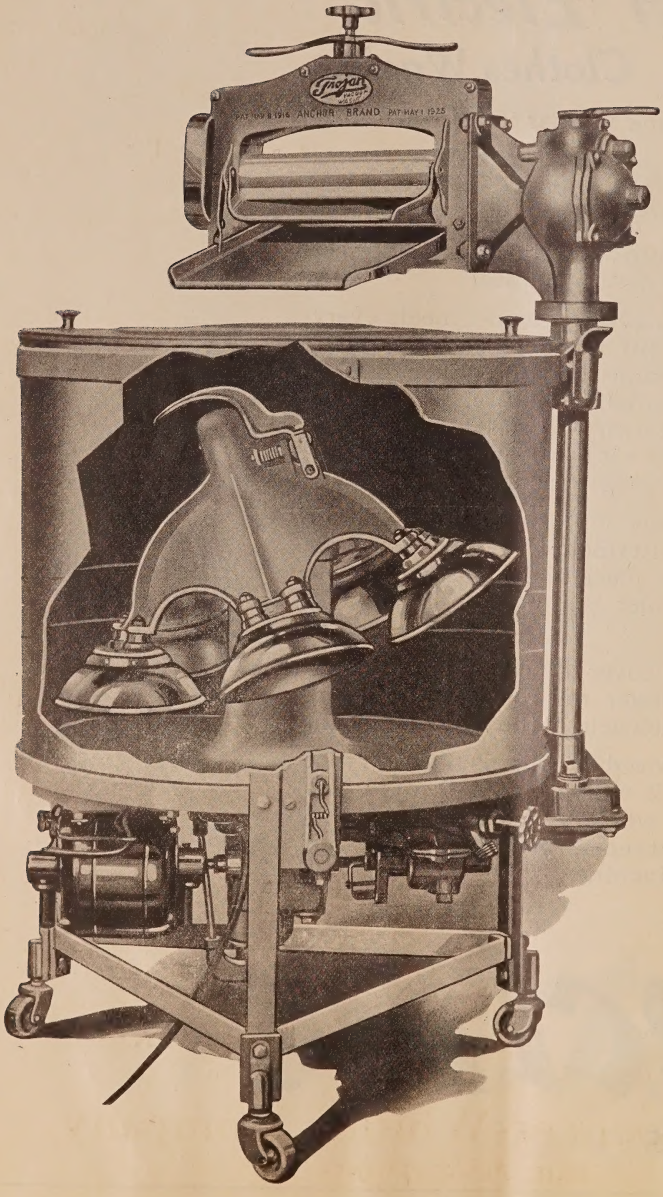
Write for details

Let us send you full particulars on the improved Western Electric Washer and the whole Western Electric Set-up Just write our nearest House, or 100 East 42nd Street, New York City.

Electric

PRINCIPAL CITIES

The New



Five Points *of* Superiority

1

No shock—no destructive vibration to moving parts—for all operating parts move in the same direction. No reverse.

2

Clothes are washed at the rate of 325 cup actions per minute without wear or tear—due to the Five Cup Rotor. Each cup removable.

3

No dripping oil or grease. Mechanism clean and compact.

4

No greasy oil can to bother with. All working parts are submerged in semi-fluid oil, which requires renewal only after years of service.

5

Demonstrations are sensational, because the washing action and mechanical principle are entirely different than anything ever before offered.

Distributor and
Dealer Proposition
Now Open

---

*A Sound Policy
Offered
That Will Bring
Real Returns*

Trojan Vacuum Washer

EPOCH making in performance! Epoch making in principle. Epoch making in dealer discounts! This is the *New* Trojan Washer. For never before have electrical dealers been offered a washer that attracts attention so quickly; that holds interest so securely; that brings customers to the point-of-purchase so speedily; *and that offers such large dealer discounts.*

The principle is new and revolutionary. It washes clothes clean without the usual wear and tear. It washes clothes clean without the destructive vibration found in many washers. To the dealer, this means customer satisfaction without expensive and unprofitable servicing.

Demonstrations are sensational!—for the dealer is exhibiting *something new in the washing-machine industry.* A new principle to be sure—but one that is right from a logical standpoint—one that is right because it has proved itself right in users' hands, the surest of all sales tests.

No matter what washer you are now handling, your money-making interests lie in getting full information on the *New* Trojan—TODAY.

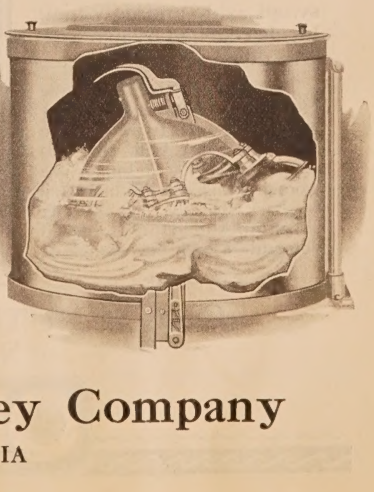
"A Brief Description of the Action of the New Trojan Vacuum Washer"

SATISFACTORY washing can only be accomplished by moving every part of the fabric continuously in a good soap solution that is thoroughly and continuously agitated. To be economical, this must be accomplished without subjecting the fabric to violent force that would shorten the life of delicate pieces.

The Trojan Vacuum Washer employs an entirely new principle. It gives a most effective action to both the clothes and the solution and without any destructive effect on even the most delicate articles.

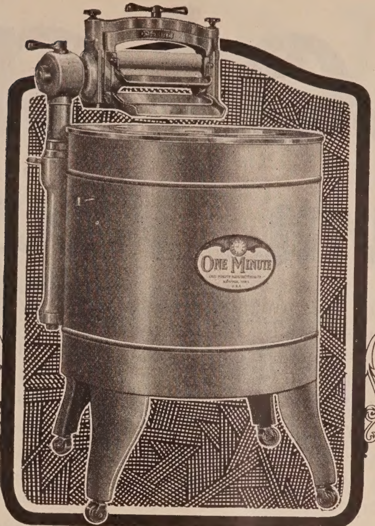
The center of the tub is provided with a large vertical tube rising up above the solution. The space between this tube and the outer wall of the tub forms a circular channel containing the clothes and the solution. Five vacuum cups are so arranged that they move downward and then upward one at a time in rapid succession around the channel so that no two cups are in the same position at the same time. As each cup moves downward, it squeezes the clothes at that point and as it rises it lifts them up thru the solution. This gives 325 individual cup actions per minute. The successive action of the cups imparts a circular motion, or wave, to the solution that keeps it highly agitated and carries the clothes around the circular channel in a continuous motion so that every part is carried under each cup in turn.

Words cannot adequately describe the effective action in this washer, which can best be appreciated by inspection and demonstration. A fact of vital importance to the purchaser of an electric washing machine is that the motion of the cups in the Trojan Vacuum Washer is obtained thru a mechanism of extreme simplicity and sturdiness. This has never been possible in machines having a reversed motion. The elimination of reversed motion entirely has greatly reduced the power consumption and removed entirely the sudden strain, or shock, always found in reversing mechanisms. The action and mechanism is so smooth running and silent that the only audible sound is the slight hum of the Motor. The cups in this machine do not rotate.



Hogan-Spencer-Whitley Company

ERIE, PENNSYLVANIA



Smashing all Washer Sales Records

ONE MINUTE now offers the greatest Dealer Opportunity ever presented to those who sell Electric Washers. So rapidly has this great ONE MINUTE grown to popularity, that former washer sales records have been swept aside and new high levels reached by progressive dealers everywhere.

The Reason is Plain—the Normal washer market in any locality becomes twice or three times as great with this advanced washer. No longer are women satisfied with ordinary washers when they see this one in action. Add to this increased demand—a high percentage of sales which have previously gone to other washers in the same price class and you have the answer to the phenomenal dealer success of the ONE MINUTE Model 52. In one sure stroke a new standard in electric washer construction, Action, Beauty and Simplicity has been established by this ONE MINUTE. It embodies numerous exclusive and outstanding features.

ONE MINUTE WASHER
DEALERS MERCHANDISING Plan
A Proven Merchandising Plan

The progressive washer dealer—who is interested in making 1925 the best washer year he has ever known—should lose no time in writing us for details of the ONE MINUTE Franchise.

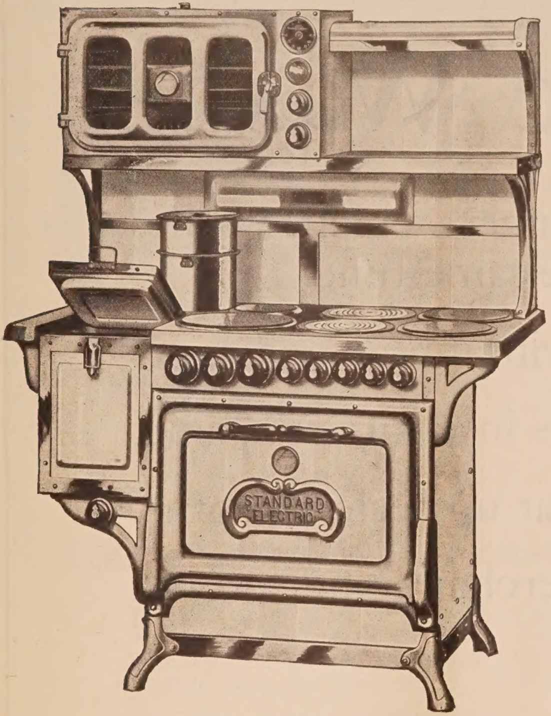
An aggressive co-operative merchandising plan will help you dominate washer sales in any locality. Write for details.

ONE MINUTE MANUFACTURING CO.
NEWTON, IOWA

ONE MINUTE WASHER

Standard Leadership

Is Built Right Into the Product



Model No. 756

A massive domestic range for large homes, estates, small clubs and institutions. Six hotplates on the cooking top, a Standard fireless cooker compartment, domestic type **aluminum lined** oven to the left above. A hotel type oven below. A super-range of remarkable **beauty** and limitless efficiency.

Standard design is different yet all parts of all models are interchangeable. There is no service problem.

There is no difference in the quality of the different priced ranges—only a difference in capacity and finish.

Standard construction is sturdy. Castings are used wherever strength is required. All stamped parts treated to resist rust. Burners are easily replaceable without special tools or expert talent. Sheet aluminum only is used wherever moisture is present.

Standard ovens are made of 18 gauge sheet aluminum trussed and braced to prevent warping. Corners are rounded. Burners are recessed. The full dimension of the oven is available for use.

Standard Fireless Cookers absolutely eliminate cooker taste and odor. They set a new standard of cooker efficiency.

Standard Automatic control is the sensation of the electrical range world today.

We will cheerfully elaborate these points of exclusive superiority. Use the coupon and learn what a really modern range is like.

The
Standard Electric Stove Co.
Toledo, Ohio

Standard
Electric Ranges

Standard Electric Stove Company,
Division 3. Toledo, Ohio.
Please send me:

☐ Catalog

☐ Cook Book

Both publications contain technical description that every dealer should read.

Your Firm Name..............................

Address ....

Your Name ....

THE ONLY

Electric Washer

without a wringer which washes and dries at the same time.

Absolutely no vibration in machine.

Only two gears in entire machine.

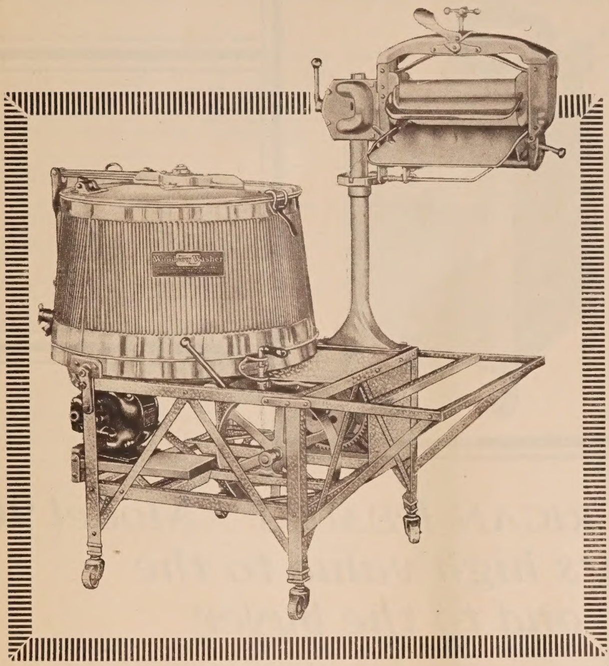
No service to eat up dealers' profits.

A splendid merchandising proposition.

For details write

TOM CASEY
549 Washington Blvd, Chicago.

FARRELL PRODUCTS CO.
Factory: Dowagiac, Mich.



Where should co-operation begin?

"CO-OPERATION is not a sentiment—it is an economic necessity." Steinmetz said much when he made that statement.

The Manufacturer expects the co-operation of the retailer in marketing his product. From some he gets it, from others he does not.

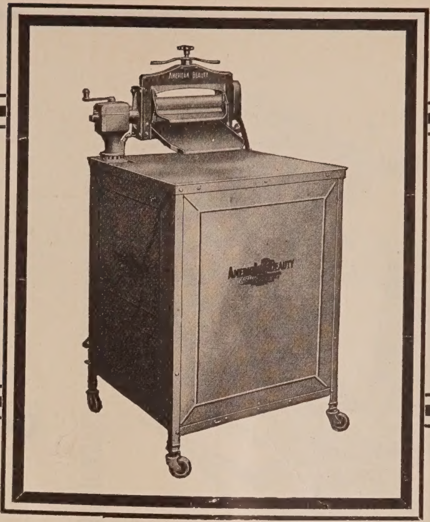
From the dealer's standpoint, the situation is not at all different. He expects, and has a right to expect, that the manufacturer will build his product to give the greatest possible degree of satisfaction. The manufacturer who bears in mind that the retailers are a vital part of his selling organization does this regardless of whether his profit is as large per unit as he thinks it should be.

Co-operation—a desire to give the customer the greatest possible value per dollar—is the thing the Woodrow Manufacturing Company has strived for since its beginning. Never have they produced a washer that a Woodrow Dealer could not be justly proud to sell.

Probably no appliance manufacturer furnishes dealers a more complete line of selling assistance than Woodrow. But co-operation begins at home.

Woodrow Manufacturing Co., Newton, Iowa

Woodrow Washer



The New "AMERICAN BEAUTY" Model 90 represents high value to the dealer and to the buyer

Highest quality of material, construction and service shows in every detail. Every woman who likes clean clothes, safely washed, and a trouble-free, easily operated washer, will want a Getz "American Beauty" as soon as she sees it. Call attention to the "clutchless shift" that starts and stops the tub, bringing it to center without jolt or jar, and without springs. Show her the tin-lined copper tub without a bolt or rivet to harm clothes. Wringer operates in sixteen positions. Motor is Westinghouse.

Write us regarding the greatest washer value ever offered.

GETZ POWER WASHER CO., MORTON, ILL.

AMERICAN BEAUTY

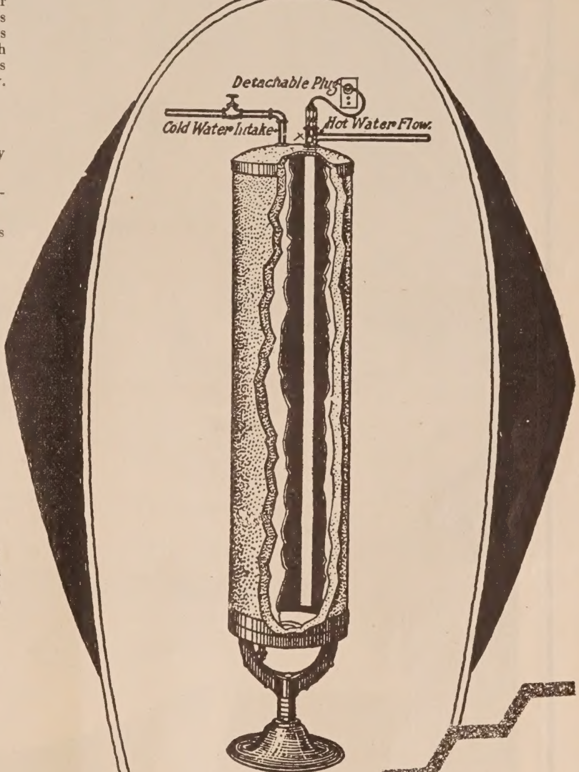
Oscillating $135 Electric

WASHER

Figure success by sales!

Now the sales famous "Coppersert" electric water heater, with nine years of record sales behind it, is extending its distribution and offering to *new* dealers and central stations the same proposition upon which a limited section of the trade has sold the lion's share of all the electric water heaters in the industry.

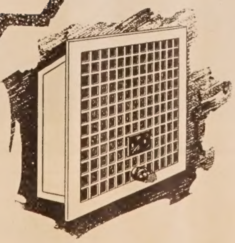
1. Fits any range boiler.
2. No extra plumbing.
3. 100 per cent. efficient. All the heat absorbed by the water.
4. Element never comes in contact with water. Oxidation and corrosion eliminated.
5. Element inclosed in seamless copper tubing affords 50 per cent. faster heat transmission.
6. Syphoning of tank impossible.



Its sales have been demonstrated; its success well established. *Central Stations, Distributors and Dealers are invited to write for full details of the device and the proposition behind it.*

We make all sizes of COPPERSERTS from 500 watts to 3000 watts. $18 for the 600 watt size.

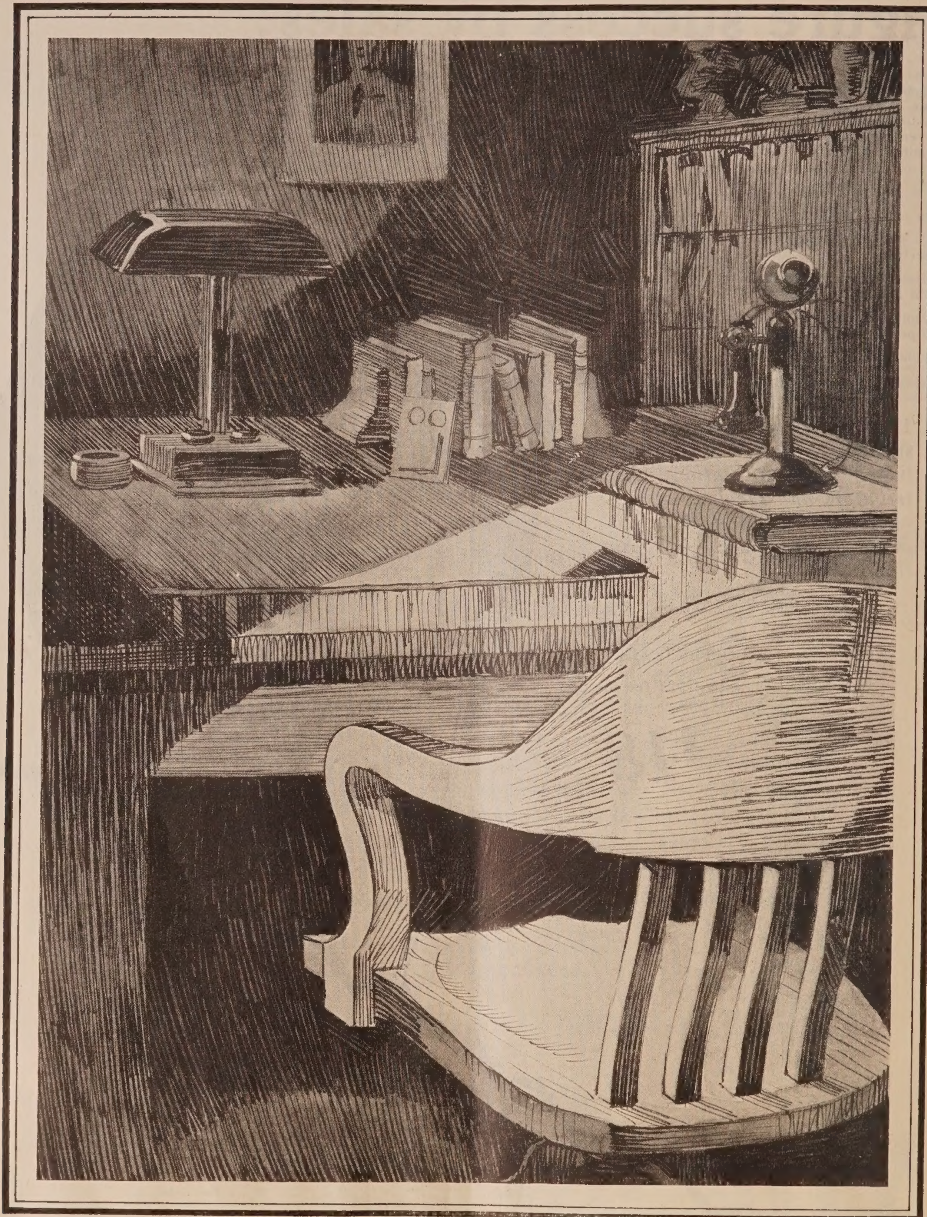
$18



This is the device that on sheer merit has put electric heat in countless residences and apartment houses. It is a *thorough* heating system for private residences and apartments not to mention such uses as in bath rooms and sun parlors.

Made in four sizes.
Write for details.

Electric Heating & Manufacturing Co.
Westlake at Republican
Seattle, Washington



Vacant–
the President's Chair!

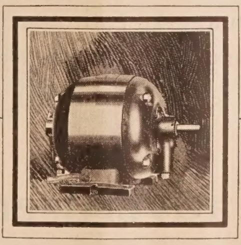
DOMESTIC Electric Company officials are not isolated "executives", who direct affairs in an impersonal manner from behind mahogany desks. They are practical, hard-working, human *men* who spend much time in contact with the manufacturers who use Domestic Motors.

Knotty problems encountered by Domestic Electric customers are not referred to ordinary salesmen to be "adjusted". They are taken up by officials to be *solved.* The chairs of the President and Vice-President are often empty while these men are "in the field" working side by side with manufacturers in changing models of the appliances they build or working on better motor applications.

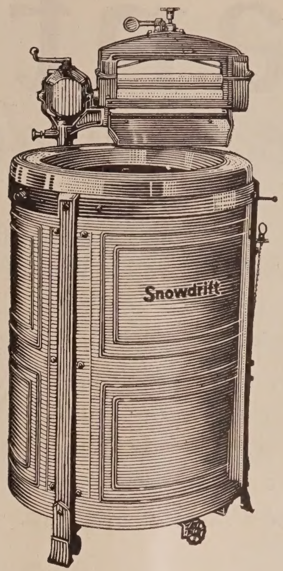
This man to man co-operation is one feature that holds Domestic customers and holds them closely. Users of Domestic Motors seldom switch.

(47)

THE DOMESTIC ELECTRIC COMPANY
CLEVELAND · · OHIO



Domestic
Electric Motors



The new

Snowdrift

ELECTRIC WASHER

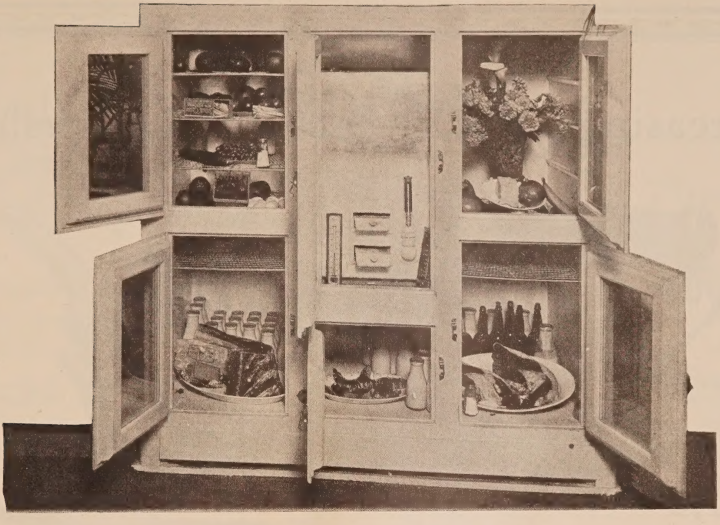
Not a dolly. Not a cylinder. Not a vacuum.—An entirely new type and principle patented December 16, 1924.

This advertisement

appears as a matter

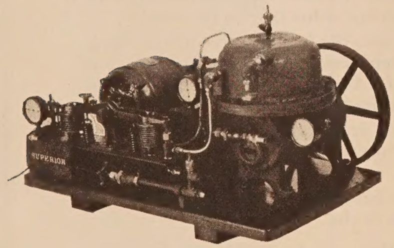
of record only

Manufactured by Altorfer Brothers Company, Peoria, Ill.



Hot Facts on a Cold Proposition!

Our Engineers are at your disposal on any proposition.



There are over nineteen million electric homes in this country. Think of the prospects for electric refrigeration from that source alone! Are you preparing to get your share of this business?

Every day all over the country people are discarding their ice-cooled refrigerators and the time is coming when they will not eat food that is partly decomposed as the result of ice running low and the habitual lateness of the ice man.

You need not hesitate about selling Superior Electric Refrigeration, for it has back of it fourteen years of refrigeration manufacturing experience and it today stands for complete satisfaction in many, many homes. Our present dealer organization is doing a very satisfactory business *from their standpoint* and you can do the same.

One sale that carries a large profit is worth a dozen electric cleaner sales, worth a hundred iron sales, worth a hundred toaster sales.

Common sense tells you to sell this larger appliance—tells you to put a lot of sales effort behind it, and one larger appliance that carries this larger profit is Superior Electric Refrigeration.

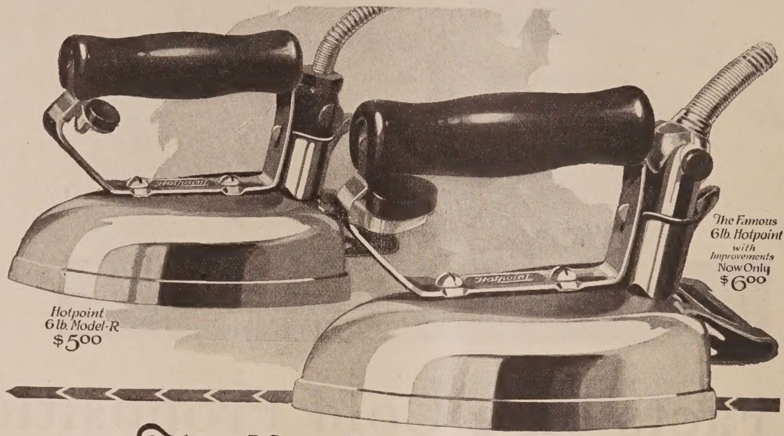
Central Stations! Increase your annual income by selling an appliance that during the next five years will materially increase your day load. Sell Superior Electric Refrigeration.

TODAY—Interesting information just off the press is ready for your consideration. Send for it.

SUPERIOR REFRIGERATION, INC.
Wapakoneta, Ohio Lima, Ohio

SUPERIOR
ELECTRIC
REFRIGERATION

Increasing Hotpoint Leadership


Hotpoint 6 lb. Model-R $5.00

The Famous 6 lb. Hotpoint with Improvements Now Only $6.00

Two New Hotpoint Irons

Backed by Advertising to 8,000,000 Women

More Hotpoint Irons have been wrapped up and passed over the counter than any other iron in the world.

Now Hotpoint increases the lead by offering the same famous Iron *with improvements*, price reduced from $6.75 to $6.00; and a brand new Hotpoint Iron of standard quality but made to sell for $5.00.

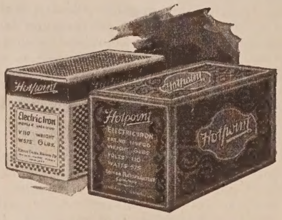
With these two new irons at the new low prices, backed by Hotpoint prestige, you are given a tremendous advantage.

In addition they are being advertised for you to over eight million readers in the

Saturday Evening Post *Ladies' Home Journal*
Woman's Home Companion *Good Housekeeping*
Sunset Magazine

Let women know you have these widely advertised new irons. Display them in your window and on your counters and MAKE SALES.

N. B.—If you haven't a supply of these two new irons as yet RUSH an order to your distributor.



These Are the New Cartons

which are being shown in the magazines to tie up with those the public will see in your window and in your store.

EDISON ELECTRIC APPLIANCE CO., Inc.
5608 West Taylor Street : Chicago, Illinois
BOSTON · NEW YORK · CLEVELAND · CHICAGO · ATLANTA · ST. LOUIS · SALT LAKE CITY · ONTARIO, CALIF.
Factories: Chicago, Illinois, and Ontario, California

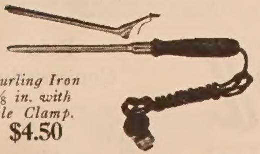
"Northern" Quality Appliances

Sell Heating Pads that fully demonstrate their 100% quality

"Northern" heating pads are built to our well-known high standard. They give the kind of service you are glad to sell. Both No. 88 and 99 are attractively priced yet allow a substantial profit. You can keep your heating pad sales at a high point with "Northern" quality. Don't delay getting No. 88 and No. 99 in your stock. Write for details now.

No. 88 heating pad, three heat, 12 in. by 15 in., list........ **$8.00**

No. 99 heating pad, one heat, 10 in. by 12 in., list........... **$5.00**



No. 55 Curling Iron 11½ x ⅜ in. with Removable Clamp.
LIST **$4.50**

Write for details on our other fast selling Curling Irons.

Sales and More of Them

Northern Quality Appliances do a big and complete job for Northern dealers right thru the year. It's this particular job of building sales thru customers satisfaction that has impressed dealers with the importance of keeping a good stock of Northern Quality Appliances and of featuring them. The quality of Northern products is now established in the minds of many people. The great increase in Northern sales this past year is just the result of this general customer approval. Therefore, with each Northern sale, more than the immediate profit is realized. The after-sale effect is the thing that counts in any sale—and it's the after-sale effect that is putting over Northern Quality Appliances for dealers in a highly profitable way. Consider Northern Quality Appliances seriously right now. By adding "Northern" to your stock you do just that much more towards increasing the quantity of your sales—it's this quantity thru quality that you will experience as soon as you get back of "Northern."

Get details on our line

NORTHERN SOLDERING IRONS

LIST
Worth Twice
The Price
$4.00...

Where there is quality there is satisfaction and no "after trouble." Good business is a surety with this soldering iron. Order now.

Northern Electric Company
2835 North Western Avenue
Chicago, Illinois

For quality's sake sell NORTHERN Appliances for it is quality that assures active sales, satisfied customers and profit that makes business good

Henry Ford Methods

in the appliance field

Write for
EXCLUSIVE
Proposition
for your town
TODAY

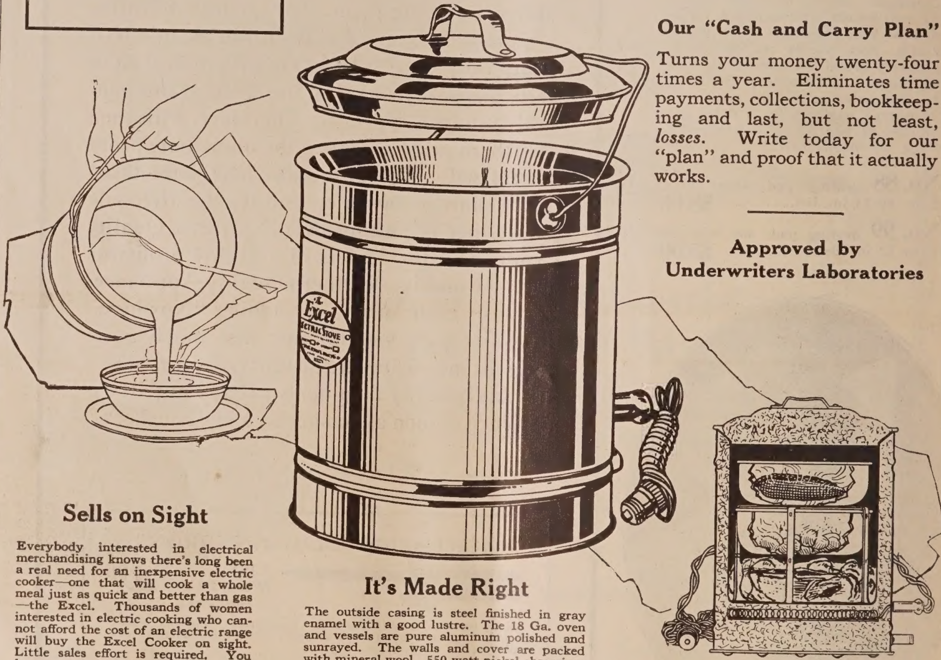
Have enabled us to reach that place where we are today—the largest manufacturers of Electric Cookers in the world. We are manufacturing and our dealers are selling more than seven times as many as all other makes combined.

Excel Cookers Must Be RIGHT

Our "Cash and Carry Plan"

Turns your money twenty-four times a year. Eliminates time payments, collections, bookkeeping and last, but not least, *losses.* Write today for our "plan" and proof that it actually works.

Approved by Underwriters Laboratories



Sells on Sight

Everybody interested in electrical merchandising knows there's long been a real need for an inexpensive electric cooker—one that will cook a whole meal just as quick and better than gas—the Excel. Thousands of women interested in electric cooking who cannot afford the cost of an electric range will buy the Excel Cooker on sight. Little sales effort is required. You have an eager buying market and no price resistance. Write today, and get lined up for the biggest appliance business you have ever enjoyed.

It's Made Right

The outside casing is steel finished in gray enamel with a good lustre. The 18 Ga. oven and vessels are pure aluminum polished and sunrayed. The walls and cover are packed with mineral wool. 550 watt nickel chromium elements are used. Size 13½ in. H. x 10¾ in. D. 15 lbs. Packed 1 to a fibre carton. Guaranteed for one year.

Equipment

Consists of the cooker itself, cooker cover, two 1½ qt. pure aluminum vessels, folding vessel stand, cord with plugs and cooking chart.

Cooks a Whole Meal

Therefore meets the tremendous demand for a low priced electric cooker that will bake, boil, roast, steam, stew and fry enough for five or six people. Sells for the price of a table stove. Because of the fireless feature, the well insulated oven and low wattage units, it only adds about $1.00 a month to the light bill.

Satisfaction

Think of selling hundreds of cookers with never a complaint or come back, that's what our dealers are doing.

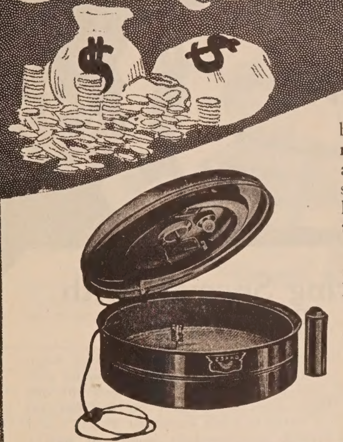
Excel
ELECTRIC COOKER

Beat Competition

Sooner or later some live merchant in your town will put on a big "cash and carry" sale — be that merchant.

THE EXCEL ELECTRIC COMPANY, Muncie, Ind.

Make Big Money Selling Oakes Electric Hen



A BIG new market is opened up for you by the modern trend toward hatching chicks by electricity. You can sell the Oakes Electric Hen to many people never before considered prospects. It is easy and economical to operate, perfectly safe, small and compact. Made in 50 and 100 egg sizes; 32 or 110 volts, D.C. or alternating. Absolutely automatic heat control. Window in top—just push button and you can see thermometer and eggs without raising lid.

The Oakes Electric Hen positively hatches every good egg. Can also be used to raise chicks after they're hatched—combined hatcher, hover and egg tester. YOU enjoy a good profit on every sale.

Write today for catalog and discounts on Oakes Electric Hen and complete line of high quality, fast selling Poultry supplies.

THE OAKES MANUFACTURING CO.
365 Dearborn St., TIPTON, INDIANA

Emphasize Your Business Location

Put your store into the spotlight of public attention. The Flexlume electric sign does that because of outstanding boldness and clearness up and down the streets. It emphasizes your location, bringing patronage from many who now pass it by.

Flexlume is a double duty sign—by day, bold, snow-white raised letters of glass against a dark background; by night, brilliant, solid letters of light.

Flexlume has built increased business for hundreds of electric stores—it will do the same for you. Write today for photo-prints showing installations—and information as to how your own needs can be economically satisfied.

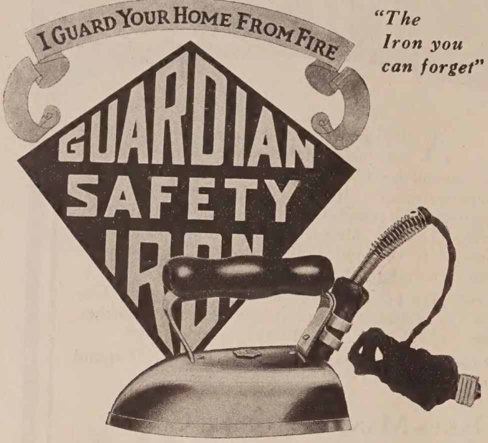
FLEXLUME CORPORATION
1090 Military Road, Buffalo, N. Y.
Phone: "Flexlume"—All Principal Cities
Factories also at Detroit, Los Angeles and Toronto, Ont.

FLEXLUME
CORPORATION

ELECTRIC
SHOPPE
ELECTRIC SHOPPE
ELECTRIC SERVICE

SEVERE TEST

proves complete safety


I GUARD YOUR HOME FROM FIRE
GUARDIAN SAFETY IRON

"The Iron you can forget"

Now you can sell real safety as well as value!

One of the largest electric appliance exhibitors in the United States placed a Guardian Safety Iron at maximum heat on cheesecloth soaked with gasoline. A fan was turned on to create a draft, yet, a fire could not be started.

Every dealer should take instant note of this test. With such complete safety you have a double sales advantage because quality too is a big, important Guardian feature. Increase your electric iron sales, starting at once. The Guardian will do it.

The Guardian Safety Iron retails at a price no higher than the ordinary high-grade electric iron—and there's ample profit for you.

Begin selling this iron now. Put a good supply in stock, feature it and get real results.

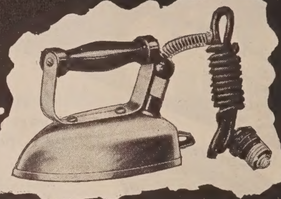
ROCK ISLAND MFG. CO.
ROCK ISLAND, ILL.

"Betsy Ross"

REG. U.S. PAT. OFF.

Electric Appliances

6 lbs.

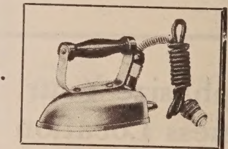


LIST $3.75

Spring Specials with Betsy Ross

The Betsy Ross is more than a spring special when dealers can list it for $3.75. A regular six-pound iron made of the best materials and guaranteed for one year. The Betsy Ross never gets on the bargain counter. It's a bargain when displayed at $3.75 and they will be quickly purchased by women at such a low price. Be sure you have the Betsy Ross Irons for Spring selling.

3½ lbs.



List $3.50

Boudoir Iron

Ideal for light housekeeping, traveling, and many other uses for which a six-pound iron seems too heavy. Girls want the Boudoir for ironing out small delicate pieces and women want it for ironing silks and baby clothes. There's a demand in every electrical goods store for the Betsy Ross Boudoir.

1½ lbs.

List $3.00

Baby Betsy Ross for traveling

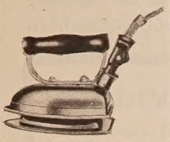
The Baby Betsy Ross possesses a tremendous appeal to girls living in small apartments and theatrical girls who are traveling. Packed in a black leather fabricoid case with six baby size clothes pins. Made of best materials and has the same heating unit as the larger irons. Guaranteed for one year. Attractive and novel on display and a seller for its genuine utility value.

Write for quotations.

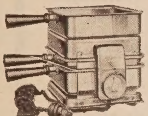
Central Flatiron Mfg. Co., Inc.
***General Offices:* Johnson City, N. Y.**
New York Office: 200 Fifth Ave.
Some good territory available for Sales Representatives.

Where Do Your Range Profits Go

—IN Your Pocket or OUT for "Servicing" Time?



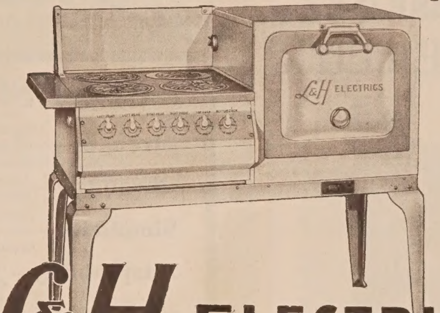
L & H Electrics Irons

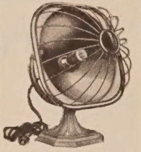


L & H Electrics Table Stoves

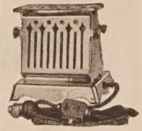
also

Hot Plates, Curling Irons, Waffle Irons, etc.





L & H Electrics Heaters



L & H Electrics "Turnsit" Toasters

L&H ELECTRICS
TRADE MARK

Sell ranges that move quickly off your floor—then you're getting ***turnover.*** Sell ranges that require little or no "servicing"—then you're ***making a profit.***

L&H Electrics Ranges are built to give satisfying, uninterrupted service for years. And because of their distinctive designs, they also have that eye-catching appeal to prospective purchasers which makes selling easy.

L&H Electrics Range line offers a complete variety—from all-white porcelain enamel models to semi-porcelain finish ranges, including full automatic models—all built to last.

Manufactured by **A. J. LINDEMANN & HOVERSON CO.** Milwaukee, Wis.

Let us show you in detail the superiority of L&H Electrics Ranges. Write us today.

Dealers' Note:—The best jobbers are prepared to supply L&H Electrics Ranges and Appliances.

The Torrington Line

ELECTRIC CLEANER

Every Torrington Cleaner sold by a dealer is a sale that stays sold.

Whether it is a Torrington Model D Straight Suction Machine, or a Model C, with revolving brush and suction, it represents the best designing skill and finest manufacturing practice of an organization with more than a half century of experience and the resources to command the finest engineering and technical personnel.

Selling The Torrington means selling the cleaner that satisfies the user on the basis of faithful service, and the dealer on the basis of satisfactory profit.

The Torrington

The Torrington Straight Suction Model D

The Torrington

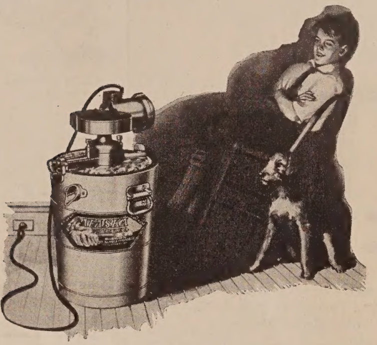
The Torrington Electric Cleaner Model C With revolving brush and suction

Write Today for the details of our new Dealer Plan

THE TORRINGTON COMPANY

CLEANER DIVISION TORRINGTON, CONNECTICUT

The Quick Selling Modern Alaska's Household Electric



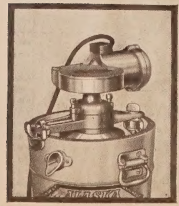
A small size 2, 3 and 4 quart electric freezer, especially designed for homes, tea rooms and small clubs.

MODERN housewives are enthusiastically adopting Alaska's new Household Electric because of these six important considerations:

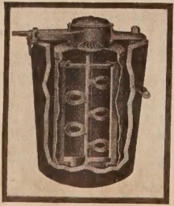
1. It is as easy to turn on as an electric lamp.
2. It is perfectly safe; a child can use it. Everything is enclosed; there are no exposed gears.
3. It is light of weight, easily carried; a child can lift it. You can use it anywhere within reach of a lamp socket.
4. The motor is of the 110 volt universal type, adapted to both direct and alternating currents.
5. The famous Alaska patented open-spoon dasher, that whips and aerates the cream, makes the same Alaska-best ice-cream and frozen deserts.
6. The gray-enameled tub keeps cold out and preserves the wood. The hardware has a highly plated, nickel-appearing look.

THIS Household Electric is in response to a long-felt need. Every up-to-date dealer carries it. Don't be without a complete stock. Two, three and four quart sizes, each $75. Drop us a card for terms.

THE ALASKA FREEZER CO., INC.
Dept. D1, Winchenden, Massachusetts



All gears are covered, no fingers pinched, no dresses ruined by grease.



The Alaska exclusive open-spoon dasher whips the cream to delicious smoothness.

GF Allsteel

The Complete Line of Office Equipment

Steel Shelving

Strength—Modern steel construction combines strength with light weight.

Durability—Fire-resistive—oil, water and wear proof.

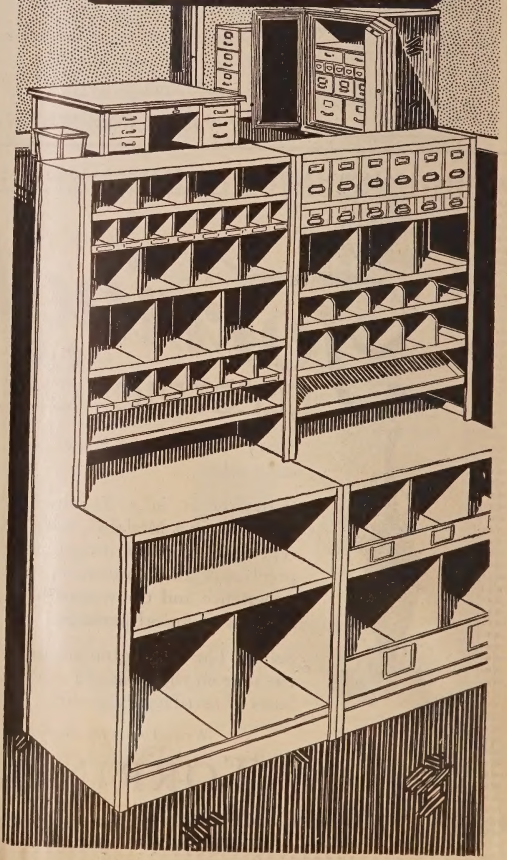
Simplicity—Installed or rearranged easily and quickly, with ordinary tools.

Adaptability—Arranged to store any commodity.

Economical—10% to 30% greater storage capacity. Moved or altered without depreciation.

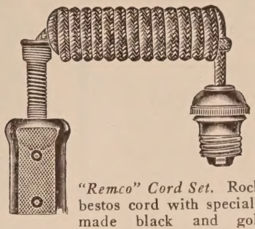
Shelving, Files, Desks, Transfer Cases, Safes, Counter-heights, Sectional Cases, Accessories and Supplies

THE GENERAL FIREPROOFING CO.
Youngstown, O. *Dealers Everywhere*



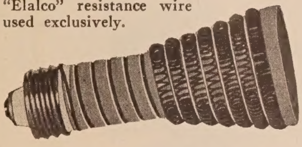
REBEN PRODUCTS

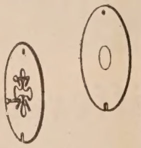
WRITE
FOR
PRICES



"Remco" Cord Set. Rockbestos cord with specially made black and gold braid. Beaver plug guaranteed to fit all irons, percolators, etc. Two-piece Hubbell attachment plug.

"Remco" Chill Chaser fits almost every make of portable electric heater. "Elalco" resistance wire used exclusively.



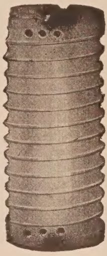


A line of box covers at a price considerably under the market.

REBEN ELECTRIC MFG. CO.
32 Union Square, New York City

Porcelava

The name of a product best suited for Electric Heating Appliances.



As used on Edison Heater

We make clay specialties, plain and threaded tubes, Refractory Porcelain for Electric Heating Appliances.

" PORCELAVA " makes the best Pyrometer Insulation.

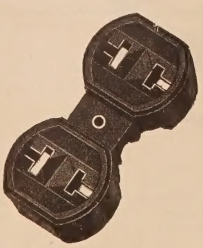
As used on Westinghouse Heater

BURGESS & COMPANY
EAST LIVERPOOL, OHIO
Factory at Wellsville, Ohio

American Insulator Corporation

Danbury, Conn. **New Freedom, Pa.**

New York Office
52 Vanderbilt Ave.



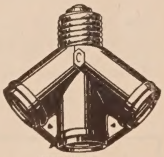
An experienced organization and two large molding plants at your service for your

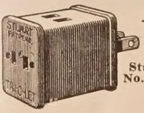
Molded Parts

Dealers—Plug in on Real Sales With Stuart Plug Clusters

Display a carton of 2 light and 3 light Stuart Vulcanized Fibre Plug Clusters and get quick turn-over. They sell fast because they appeal. Practical, indestructible, lightest on the market.

No. 8-11—2 light....List price, 50c
No. 9-11—3 light..list price, 62½c



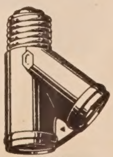


Stuart No. 4-11

TRIOLET

Here's a new, compact plug having 3 taps. Once seen always preferred.

No. 4-11—List price, 50 cents



Dealers discount 50%. Special discount in large quantities. Send for samples.

Chicago, New York, St. Louis, San Francisco

Peerless Light Company

General Offices and Factory
663-671 W. Washington Blvd., Chicago, Ill.

IDEAL FOR HEATING APPLIANCES
Y-26 HIGH HEAT MICA PLATE

Y-26 High Heat Mica Plate gives service equal to that of natural sheet mica as insulation for heating units; shows a big saving in cost over the latter where 9-in. square or more, and strips over 6 in. in length are used. Can be cut or punched to any form, or supplied in sheets 24 in. by 42 in., ten mils thick and over.

Its heat resistance is at least equal to that of natural mica. Contains no sodium silicate; absorbs no moisture. Possesses unusual rigidity and strength even under high temperatures. Is of natural mica color, almost transparent, and does not deteriorate when stored.

Used and endorsed by leading manufacturers. Send for samples, prices and descriptive pamphlet.

NEW ENGLAND MICA CO., Waltham 54, Mass.

Y-26

New York Office - 220 Broadway

PEERLESS STANDARDIZED MICA INSULATION

India Moulding Plate
India Segment Plate
Amber Segment Plate
Amber Small Segment Plate
High-Heat Plate (Volatile Binder for heat units)

Flexible Mica Sheets
Mica and Paper Sheets
Mica Cloth (sheets or rolls)
Mica and Paper Tape
Tubes, Bushings, etc.

Commutator Rings
Commutator Segments
Washers, etc.
Y-26 High-Heat Mica Plate
Mica Lamp Shade Plate

Y-26 BLANKED FORMS

TRADE METROPOLITAN ELECTRIC MFG CO. MARK

Something entirely different in plugs—

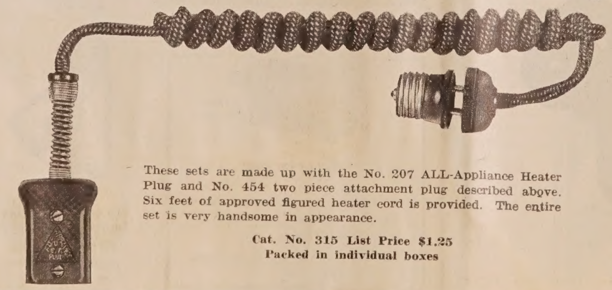
Our improved contact clips have absolutely no air chambers, therefore eliminating all chances of an arc. The contacts never become annealed or softened under heat and the spring action is never impaired. These points are the secret of quick heat action on the element. Our plugs heat up elements quicker than any other make.

The improved contacts will fit flat or round terminals and therefore any make of appliance or device. Used and endorsed by the largest manufacturers in this country.

ALL-U.S.A. PLUG
APPLIANCE

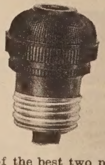
Cat. No. 207
List price 40c.
10 to a carton
250 Std. Pkg.

THE ALL-APPLIANCE HEATER PLUG



These sets are made up with the No. 207 ALL-Appliance Heater Plug and No. 454 two piece attachment plug described above. Six feet of approved figured heater cord is provided. The entire set is very handsome in appearance.

Cat. No. 315 List Price $1.25
Packed in individual boxes

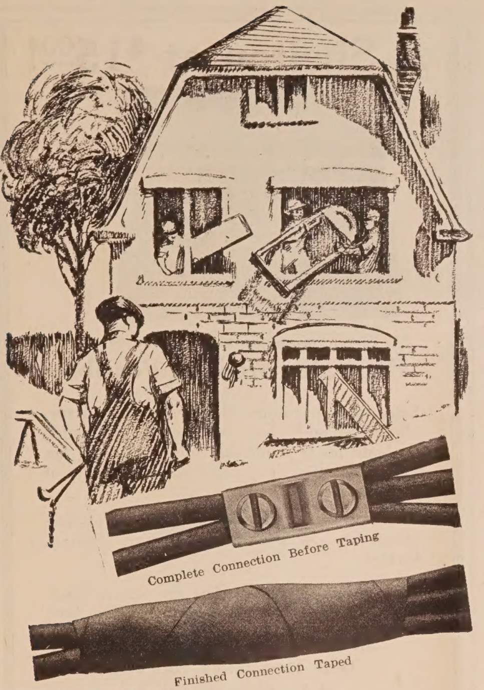


One of the best two piece separable attachment plugs on the market. Strictly high grade material and excellent workmanship. You will find these popular plugs on the cord of most high class appliances—

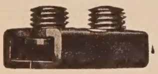
Cat. No. 454
List Price 25c.

Discounts upon application—
METROPOLITAN ELECTRIC MFG. CO.
East Avenue at 14th Street, Long Island City, N. Y.

R. B. Corey Company, Inc.
General Sales Agents
100 East 45th Street, New York City



Patented



The screws can't come out

Nothing else but this device could effect such a Saving!!

You'll never think of going back to solder after you have experienced the decided advantages of making wire connections with this highly perfected Fixture Connector. The Sherman way is quick—cheap—neat; you don't lose a minute making a connection. You make it right every time. This fixture connector is approved. It helps you save time, labor, money. They actually save more than their cost.

Contractors — Electricians can have a free sample on request. These connectors are packed in small containers 100 to the carton. Easy for the jobber to stock, easy for the contractor to handle. "Your jobber can supply you."

The design is the thing that's interesting contractors everywhere. Sherman Fixture Connectors are made so that the screws can't possibly come out. Then there's the bridge that prevents any mix-up of wires. It's all brass. Conductivity is perfect. No more will you need to bother making wasteful soldered joints. Here is the perfect device.

Here are other money saving devices you ought to use.

Ground Clamps, Sherman Connectors, Sherman Terminals

Write for descriptive literature

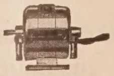
H. B. Sherman Mfg. Co.
Battle Creek, Mich.

Clipping The Hair Of A Nation!

TODAY, in thousands of busy barber shops, men ease themselves into friendly chairs and have their hair cropped in a better, quicker way by an electric clipper. Thanks to the fractional horsepower motor—which made this ingenious device possible—another visionary possibility has become a practical reality. Thanks to Dumore fractional horsepower motors and to Dumore advisory engineers, the Moore Electric Hair Clipper—pioneer of them all—has won and retained the leadership of its field.

Perhaps our Engineering Department can do for you as they did for Moore. The personnel of this department have for years been accustomed to adapting fractional horsepower motors to new applications. If you are developing a motor driven device, tool or appliance and find a perplexing power problem retarding its success—or if you are a manufacturer planning to change the power unit you are now using, you will find the advice of these experts to be extremely useful. Write them any time—they welcome problems that aren't easy.

WISCONSIN ELECTRIC COMPANY
19 Sixteenth St. Racine, Wis.

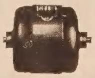


Type-SAX

$\frac{1}{25}$ h. p. motor with special base. Operates on A. C. or D. C.

Type-A—Stripped

$\frac{1}{25}$ h.p. Cast iron frame, enamel finish. Babbitt bearings, wick oil feed. Operates on A. C. or D. C.



Type-D

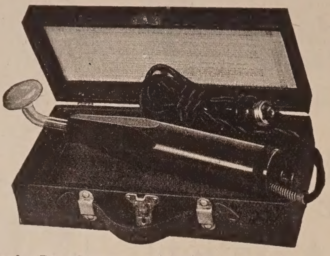
1/8 h. p. Cast iron frame. Enamel finish. Plain bearings. Grease cups. Operates on A.C. or D.C.

No. 3GM—Stripped

1/4 h. p. Aluminum frame. Enamel finish. Norma Bearings. Ventilated. Operates on A. C. or D. C.

Dumore
Fractional H.P. Motors

Laboratory Model Violet Ray $12.50 Retail



The Bleadon-Dun Company, originators of one-piece Violet Ray Machines, announce their B. D. Laboratory Model. Retailing at $12.50 it will quickly dominate the field.

The only quick selling Violet Ray Machine. Get our liberal prices on this machine as well as our complete line retailing from $8.50 to $55.00.

We manufacture the most complete line of Violet Ray machines on the market.

Electric Soldering Iron

Besides the advantages of the Spring Handle the thin construction of the new B. D. Electric Soldering Iron makes it particularly adaptable for work in narrow spaces and is therefore, the only soldering iron suitable for radio and telephone switchboard work. Made entirely of copper from accurate dies.

The heating element is contained in a unit of one-piece construction, eliminating loose tips. Nichrome wire is used in the element. It is wound on, and insulated with high-grade mica. Two-piece plug used. Auxiliary tip may be clamped on any part of the heating element to secure any angle or penetrate any small space for soldering. Heating element guaranteed for one year.

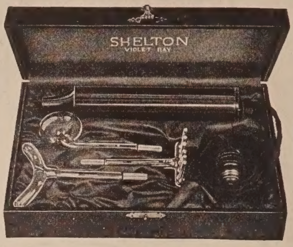
PRICE, $2.00 RETAIL

The House of Selling Leaders

BLEADON-DUN COMPANY

213 So. Peoria Street, Chicago

A Shelton at $15.00!



No. 29—Shelton Violet Ray, $15.00

Big Sales Made It Possible

Sales in such volume as to enable us to revolutionize and then *standardize* production methods, made it possible for us to bring out this Violet Ray of genuine Shelton quality at such a price.

And more—it is backed by the same profitable proposition as the more elaborate Shelton outfits!

Unquestionably, Shelton offers the biggest opportunity for dealers. Write and let us tell you how!

Shelton Electric Company

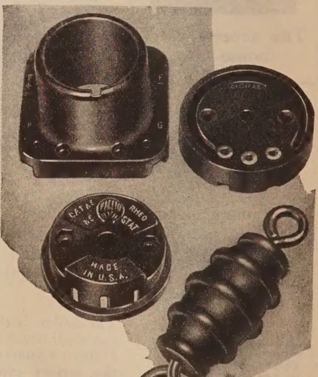
16 E. 42d St., New York City

30 E. Randolph St., Chicago

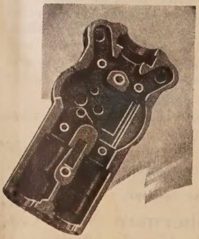
GARFIELD
Insulation

"GUMMON" is the standard and original Cold Molded Insulation, made by the oldest and largest producer. Continuously improved to meet increasingly exacting requirements.

Get our booklet. It will pay you to know Garfield Insulation — Strong — Serviceable — Economical — Heatproof.



FIREPROOF HEMIT INSULATION REG. U.S. PAT. OFF.

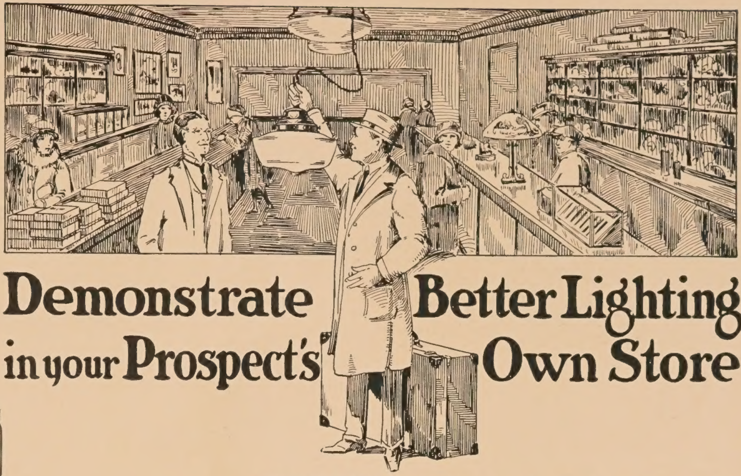


GUMMON REG. U.S. PAT. OFF.

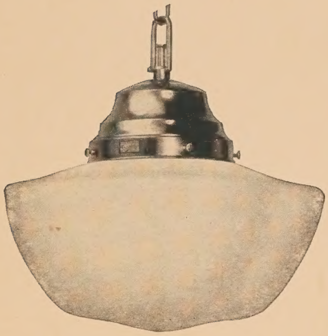
HEAT PROOF TEGIT INSULATION

GARFIELD MANUFACTURING CO.
GARFIELD, N. J.

A great National Lighting Survey recently completed shows us that seven out of ten stores are poorly lighted. Think of it! Seven out of ten in your city—on your own street—are prospects for good lighting.

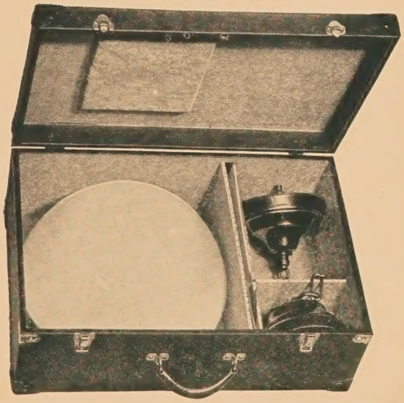


Demonstrate Better Lighting in your Prospect's Own Store



6F-7614

Moe-Bridges FOCALITE *with 14″ Glass Unit No. 7614*



SEEING is believing! Seeing how the thing works.

If you will take a Focalite Lighting Unit into a dimly lighted store and by simply plugging in send a flood of white daylight to every corner—if you will in this way "show up" his poor inadequate system—

And if then you will demonstrate the distinctive external adjustment feature while the lamp inside the glass unit is lighted—Don't you think you will make sales?

Well, you will! To make it easy for you, we have provided a specially designed case for a Focalite Demonstrator and everything necessary to a dazzling, convincing demonstration.

And this isn't all. This Focalite Demonstrating Case is but one cog of a whole machine designed to help you get and develop Better Commercial Lighting Business. Ask for our Focalite Re-Sale plan and the booklet, "Building Store Profits with Light" (Prepared by the Society for Electrical Development), which contains many valuable selling points.

Write NOW! Both are yours—FREE—on request.

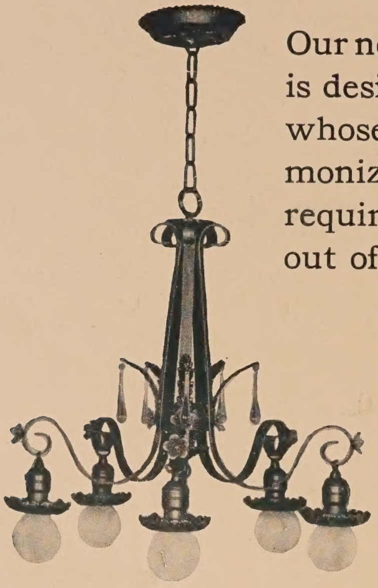
MOE-BRIDGES COMPANY

NEW YORK — MILWAUKEE — SAN FRANCISCO

FACTORY & HOME OFFICE

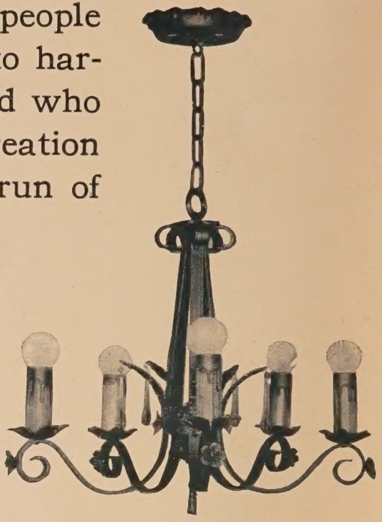
This 1200 Line Will Make You Money!

Our new wrought iron line is designed to suit people whose taste turns to harmonizing colors and who require an artistic creation out of the general run of fixture styles.



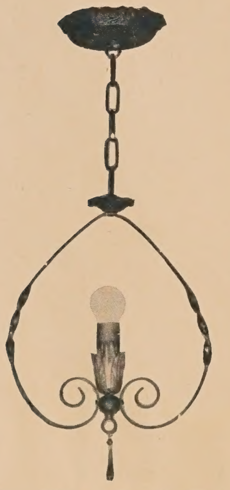
No. 1200 5 Drop

Order a Sample Line TODAY

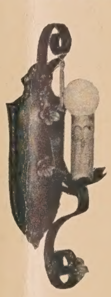


No. 1200 5 Candle Drop

It has outsold any wrought iron fixture on the market

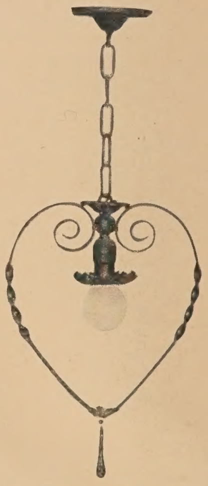


No. 1200 1 Candle Harp



No. 1200
1 Candle
Bracket

Write for complete catalogue and price list



No. 1200 1 Drop Harp

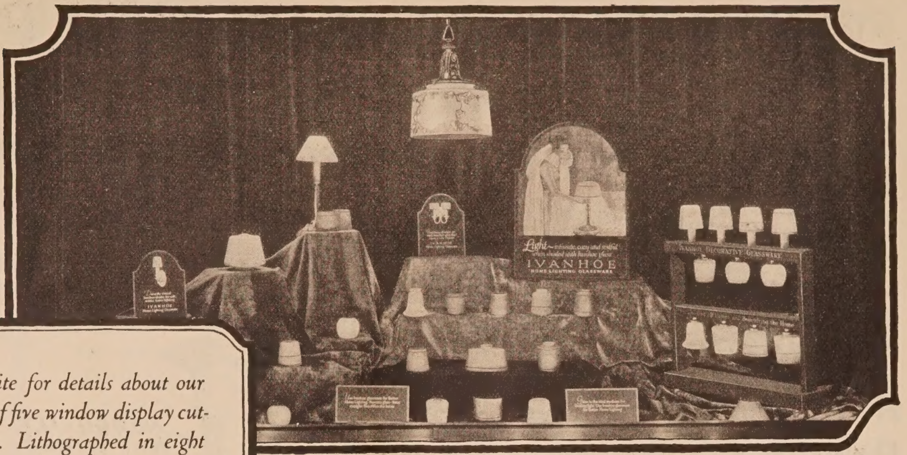
Western Commercial Company

219-221 East Fourth Street Los Angeles, California

Western Representative:
R. E. Baum, 660 Mission St., San Francisco, California

Factory:
2436 to 2438 McPherson Street

"Notice the Lighting Equipment"



Write for details about our set of five window display cut-outs. Lithographed in eight colors. Mounted on easels. FREE to live dealers.

Use Your Window To Sell Glassware

USE your display window, during at least one week in February, to sell Ivanhoe decorative glassware. The Lighting Essay Contest has taught a good percentage of home owners to think in terms of glass-shaded light. They are interested in decorative glassware today as never before. Convert that interest into cash.

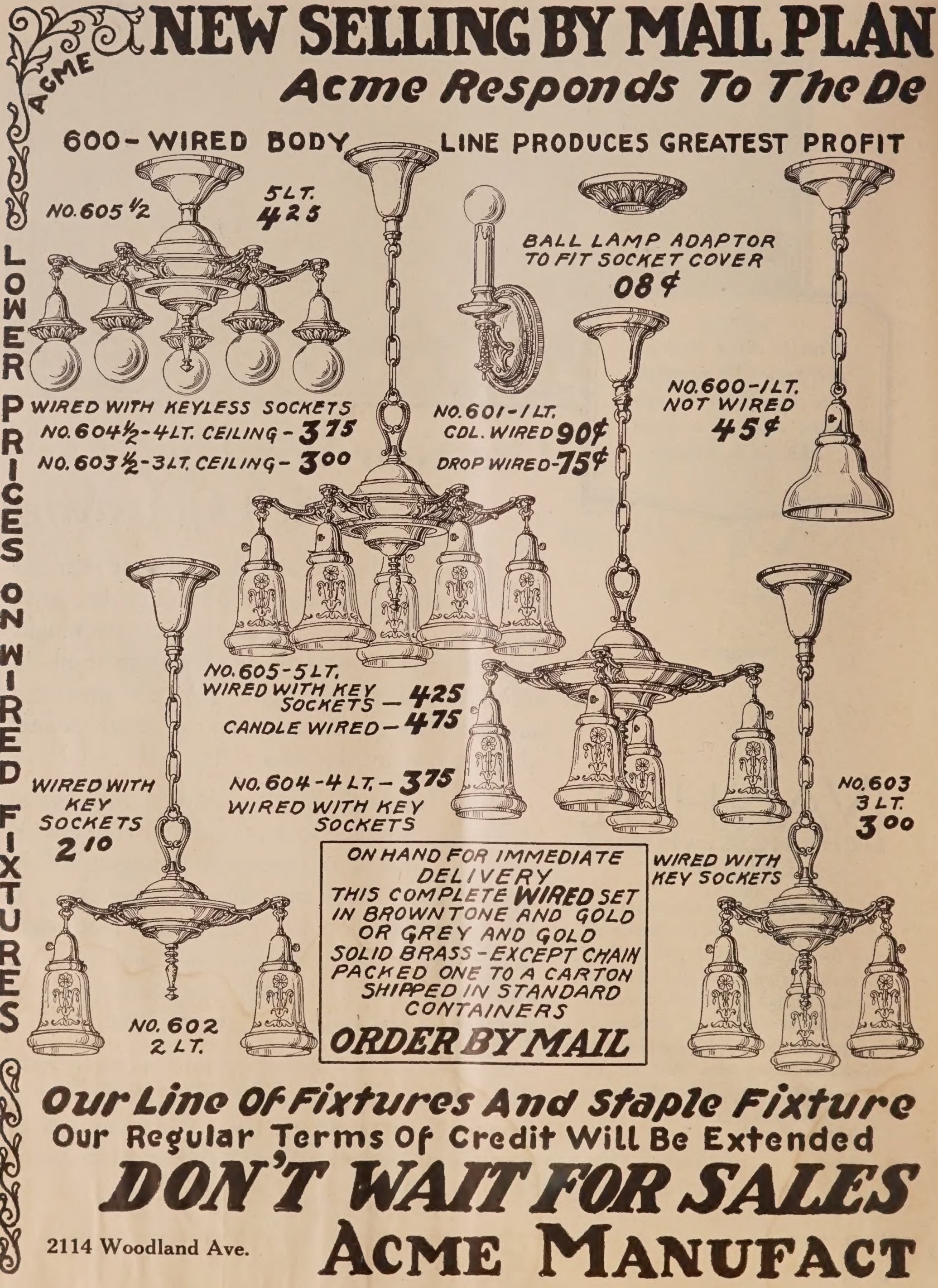
Use Ivanhoe's window display cut-outs to make your window look its best. Every one of the five cut-outs is beautifully lithographed in eight colors. Every one tells a selling story of beauty and of dainty home lighting. These attention-getting window displays cause people to stop and to admire when they are within buying distance. They will make sales for you.

This set of five display cut-outs is free to every dealer who orders a certain small stock of Ivanhoe Rozelle glassware at one time. Write to us or to our nearest distributor for full particulars today.

IVANHOE DIVISION
of The Miller Company
Cleveland, Ohio

IVANHOE
LIGHTING GLASSWARE
A Miller Product

IVANHOE Lighting Glassware offers to dealers one of the best opportunities for profit. The Lighting Essay Contest has educated the public to "shade all lamps" with glass. Ivanhoe's magazine advertising will continue to explain the merits of Ivanhoe Lighting Glassware during 1925. And our program of dealer helps will enable you to get the business that should be yours.



ACME

NEW SELLING BY MAIL PLAN

Acme Responds To The De

600-WIRED BODY LINE PRODUCES GREATEST PROFIT

LOWER PRICES ON WIRED FIXTURES

NO. 605½
5 LT.
425

WIRED WITH KEYLESS SOCKETS
NO. 604½-4 LT. CEILING - 375
NO. 603½-3 LT. CEILING - 300

BALL LAMP ADAPTOR
TO FIT SOCKET COVER
08¢

NO. 601-1 LT.
CDL. WIRED 90¢
DROP WIRED-75¢

NO. 600-1 LT.
NOT WIRED
45¢

NO. 605-5 LT.
WIRED WITH KEY SOCKETS — 425
CANDLE WIRED — 475

NO. 604-4 LT. - 375
WIRED WITH KEY SOCKETS

WIRED WITH KEY SOCKETS
2 10

NO. 602
2 LT.

NO. 603
3 LT.
300

WIRED WITH KEY SOCKETS

ON HAND FOR IMMEDIATE DELIVERY
THIS COMPLETE **WIRED** SET
IN BROWNTONE AND GOLD
OR GREY AND GOLD
SOLID BRASS - EXCEPT CHAIN
PACKED ONE TO A CARTON
SHIPPED IN STANDARD CONTAINERS

ORDER BY MAIL

Our Line Of Fixtures And Staple Fixture

Our Regular Terms Of Credit Will Be Extended

DON'T WAIT FOR SALES

2114 Woodland Ave.

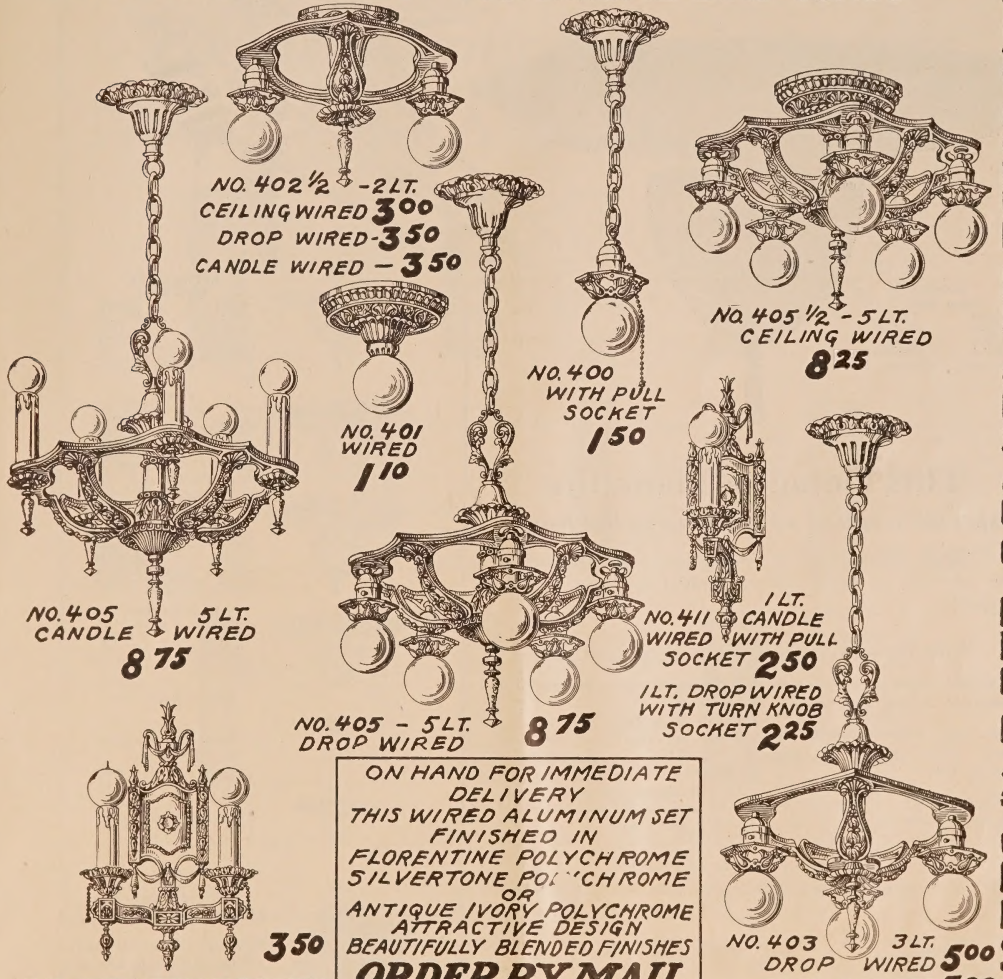
ACME MANUFACT

MAKES THESE LOWER PRICES

mand For Wired Fixtures

ACME

400-WIRED ALUMINUM POLYCHROME LINE LEADS



NO. 402½ -2 LT.
CEILING WIRED 3^{00}
DROP WIRED-3^{50}
CANDLE WIRED — 3^{50}

NO. 400
WITH PULL
SOCKET
1^{50}

NO. 405½ - 5 LT.
CEILING WIRED
8^{25}

NO. 401
WIRED
1^{10}

NO. 405 CANDLE 5 LT. WIRED
8^{75}

NO. 411 1 LT. CANDLE
WIRED WITH PULL
SOCKET 2^{50}
1 LT. DROP WIRED
WITH TURN KNOB
SOCKET 2^{25}

NO. 405 - 5 LT.
DROP WIRED
8^{75}

3^{50}
NO. 412-2 LT. CANDLE WIRED
WITH PULL SOCKETS

ON HAND FOR IMMEDIATE
DELIVERY
THIS WIRED ALUMINUM SET
FINISHED IN
FLORENTINE POLYCHROME
SILVERTONE POLYCHROME
OR
ANTIQUE IVORY POLYCHROME
ATTRACTIVE DESIGN
BEAUTIFULLY BLENDED FINISHES

ORDER BY MAIL

NO. 403 3 LT.
DROP WIRED 5^{00}
CANDLE WIRED 5^{00}
CEILING WIRED 4^{50}

LOWER PRICES ON WIRED FIXTURES

Parts Will Prove Profitable To You

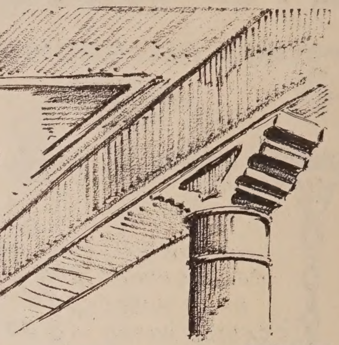
We Solicit Your Name For Our Mailing List

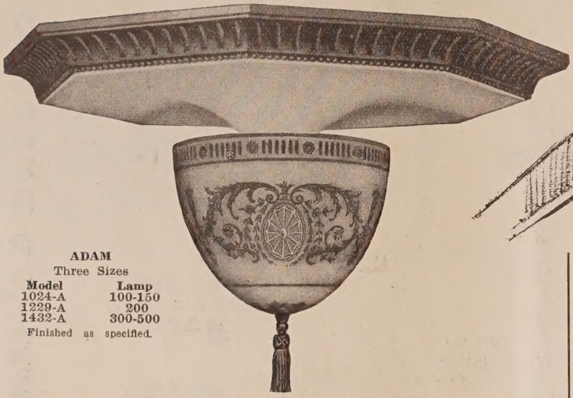
MEN ORDER BY MAIL

URING COMPANY

CLEVELAND, OHIO

Sell Better Showroom Lighting





ADAM
Three Sizes

Model	Lamp
1024-A	100-150
1229-A	200
1432-A	300-500

Finished as specified.

This Octagon Planetlite

especially suited to showroom lighting—

A strikingly attractive fixture—a unit that while appealing to the eye achieves topmost efficiency under the most difficult conditions.

Note these exclusive Planetlite features!

82% light output, as shown by the Electrical Testing Lab. report.

Soft light diffused through the white glass and reflected from ceiling disk.

Independent of conditions. Equipped with its own ceiling—independent of room height or condition.

Lower Wattage. Glass and reflector are such that absorption is negligible. Greater volume of light on a *lower* wattage.

Easy to clean. One hook releases bowl, and interior may be cleaned with a damp cloth.

Get Planetlite's unique sales story.
It puts a new angle on this business of selling commercial lighting.

"Shipped to Job Ready to Hang"

PLANETLITE Co. Inc.
342 Madison Avenue, New York City

DECORATIVE
Three Sizes

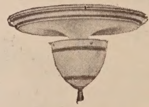
Model	Lamp
1024-D	100-150
1229-D	200
1432-D	300-500

Standard Finish ivory. Glassware etched with Blue, Tan or Pink. Plain or regulation disc.

PLAIN
Four Sizes

Model	Lamp
718-P	75
1024-P	100-150
1229-P	200
1432-P	300-500

Standard Finish Ivory.



SPECIAL
Three Sizes

Model	Lamp
1024-S	100-150
1229-S	200
1432-S	300-500

Standard Finish Ivory or Orange, and Black. Regulation or plain disc.

REGULATION
Four Sizes

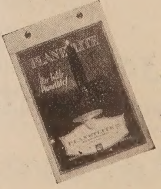
Model	Lamp
718	75
1024	100-150
1229	200
1432	300-500

Standard Finish Ivory.

SUSPENDED OCTAGON
Three Sizes

Model	Lamp
1024-HR	100-150
1229-HR	200
1432-HR	300-500

Finish as specified. Four foot chain. With or without reflectors on top.



Write for the Planetlite Sales Book

It contains a lot of effective selling material of interest to *anyone* selling commercial units, and we send you a copy free upon request. Just drop a post card request into the mail today.

PLANETLITE

"Notice the CANDLES on Lighting Fixtures"

FIBRO CANDLES

To Meet Your Requirements

IT PAYS TO USE THEM

"SEAMLESS"

STANDARD WITH LEADING MFRS.

No. 1

Enameled (Sprayed) and Antiqued or Special Colors with Drip on impregnated warp-proof Fibre Tube "Seamless" Grade "A."

Made all lengths and diameters.

No. 2

Enameled (Sprayed) and Antiqued or Special Colors with Drip on Fine Die Drawn Insulating Paper Tube. "Seamless" Grade "B."

Made all lengths and diameters.

No. 3

Enameled (Sprayed) and Antiqued on Paper Covered Tube made especially for the Cheaper Lines. Shows Seam, NOT Seamless. Grade "C."

1¼-in. inside diameter. Only made 4-in. long and

No. 4

Dripped and Antiqued but NOT Enameled on Paper Covered Tube. For the Cheaper Lines where price is the only consideration. Shows Seam, NOT Seamless. Grade "F."

Only made 4-in. long and 1¼-in. inside diameter.

No. 5

Furnished in Grades "A" or "B" for Candelabra Pull Chain or Keyless Porcelain Sockets. Diameters ⅞-in. i. d. x 1-in. o. d. "Seamless."

Made all lengths, 1-in. to 18-in.

No. 6

Furnished in Grades "A" or "B" but for small Porcelain Candelabra Keyless Sockets. Diameters ¾-in. i. d. x ⅞-in. o. d. "Seamless." Any Finish. Plain or Drip.

Made all lengths, 1-in. to 18-in.

No. 7

Furnished in Grades "A" or "B" Enameled (Sprayed,) White, Ivory or Special Shades, Tinted or Antiqued Plain "Seamless."

Made all lengths and diameters.

No. 8

Same as No. 5 but new style Tapered Top with or without Drips. Taper similar to Porcelain Candles. One piece "Seamless" Grades "A" or "B."

Made all lengths, 1-in. to 18-in.

No. 9

New Style Taper same as No. 8 but without Drips, Any Finish. Diameters ⅞-in. i. d. x 1-in. o. d. "Seamless" Grades "A" or "B."

Made all lengths, 1-in. to 18-in.

No. 10

New Style Tapered Top, Standard Diameter, Edison Base, Any Finish, with or without Drips. "Seamless" Grades "A" or "B."

Made all lengths, 1-in. to 18-in.

WE MANUFACTURE THE COMPLETE LINE

¶ Apart from their superior appearance Fibro "Seamless" candles are made only of **High Grade Insulating Paper** or **Specially Impregnated Fibre** and are the only candles approved for this purpose. Cheap spiral tube imitations made of chipboard or strawboard have **no** insulating qualities and are liable to cause shorts circuits and fires with consequent losses.

Therefore insist on Fibro "Seamless" Enameled Candles

Sole Manufacturers **FIBRO PRODUCTS CO.** *Samples and Prices on Request*

NEW BEDFORD, MASS.

NEW YORK OFFICE: 173 LAFAYETTE STREET

COMPLETE NEW YORK STOCK CARRIED

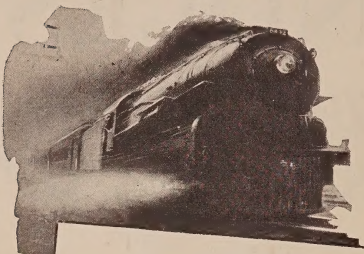
Telephone Canal 9125

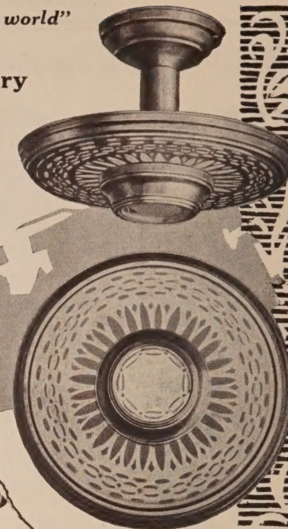
"The greatest train in the world"

The Twentieth Century Limited

"The greatest light in the world"

The Twentieth Century Lite





L·PLAUT & CO
INCORPORATED
MANUFACTURERS OF
LIGHTING EQUIPMENT
432 & 434 EAST 23RD STREET
NEW YORK

TO USERS OF LIGHTING EQUIPMENT:

Previous advertising of TWENTIETH CENTURY LITES has aroused much interest - - has brought many inquiries - - and our salosmen are meeting with encouraging sales.

BECAUSE: There is a demand for a change - a demand for a new method of lighting the home - - a demand for a fixture adapted to the Type C lamp; a fixture that is artistic, efficient, inexpensive and decorative.

These features are all incorporated in the TWENTIETH CENTURY LITE, and we repeat from our December copy that this is "a fixture that can meet the standards of the engineer, a fixture that can retain its efficiency and still meet the artistic standards of all periods of design."

Our policy is to appoint exclusive agents in a community - a dealer agency and a jobber agency. One supplies the consumer, the other the contractor-dealers in outlying districts. The result is that these exclusive agencies carry a non-competitive article which is sold on its merits at full prices.

If interested, write us for particulars.

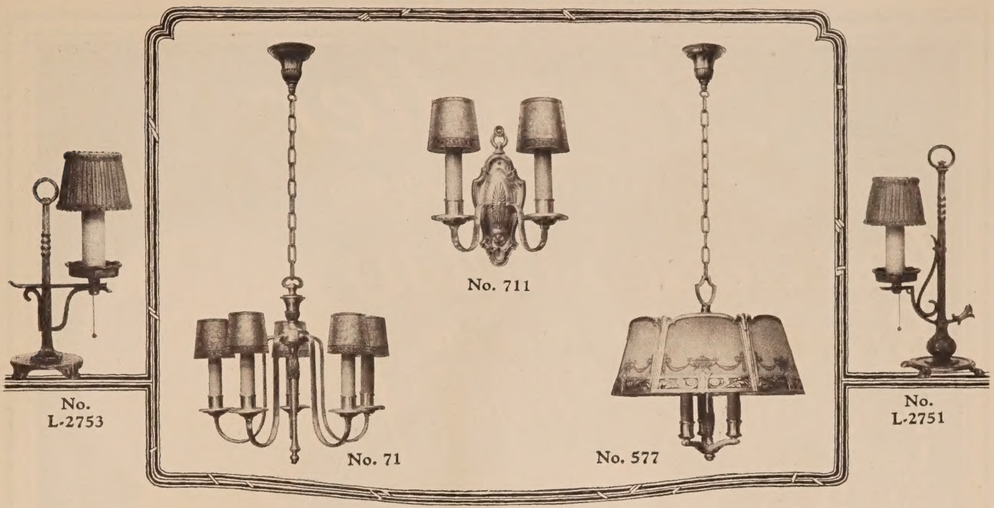
Yours very truly,

L. PLAUT.& COMPANY, Incorporated.

Herman Plaut

President.

"Notice the Lighting Equipment"



Two Miller Specials

—Quality at a Price!

TO START the New Year right, we made up five pieces in enormous quantities at a low cost. This saving is yours if you act now. You get genuine Miller quality at an extremely low price.

SPECIAL No. 1. Twelve novelty lamps, No. 2751, less shades, for only $39.00, packing included. Regular price was $54.00. Height of lamp, 15 inches. Finish, Antique Hammered Gold or Swedish Iron and finishes may be assorted. Twelve novelty lamps, No. 2753, less shades, for only $36.00, packing included. Regular price was $48.00. Height of lamp, 11 inches. Finish, Antique Hammered Gold or Swedish Iron and finishes may be assorted. While these lamps may be assorted as to finishes, each order must call for 12 lamps of each number to secure these low prices. Each lamp is wired with 6 feet of silk cord.

SPECIAL No. 2. No. 71 5-light fixture, 42 inches long, in Old Brass and Black, $15.50 each (regular price, $20.60); in Silver and Black, $18.60 (regular price, $24.75). No. 711 2-light bracket, 7½ inch spread, in Old Brass and Black, $6.50 (regular price, $8.80); in Silver and Black, $7.80 (regular price, $10.55). No. 577 3-light fixture, 54 inches long, with hammered glass beautifully tinted in Adam decoration, in Old Brass and Black, $15.00 (regular price, $19.80); in Silver and Black, $18.00 (regular price, $23.75).

To secure these extremely low prices, your initial order must call for 2 No. 71 fixtures, 4 No. 711 brackets and 1 No. 577 fixture, but repeat orders may be placed for single items at the special sale prices.

All merchandise is wired and completely assembled. Nos. 71 and 711 are illustrated with Ivanhoe candle shades No. 5502, Crystal Rozelle 486. Shades and lamps (bulbs) not included in prices.

These Miller Specials can't last long at these prices. They will be advertised in four colors in March *House Beautiful.* Use these quality items to follow-up the Lighting Essay Contest. Write or wire your order today.

THE MILLER COMPANY · Meriden, Conn.

MILLER

FIXTURES-PORTABLES

The Duplex-a-lite

sell easily, yield good profits and build good-will.

* * *

The Miller Company and its Ivanhoe Division, manufacturers both in metal and glass, offer to the trade this double service—

1. Lighting equipment that is substantial in construction, beautiful in design and finish, and that does a correct lighting job.

2. A complete program of tried and tested selling helps.

Levolier

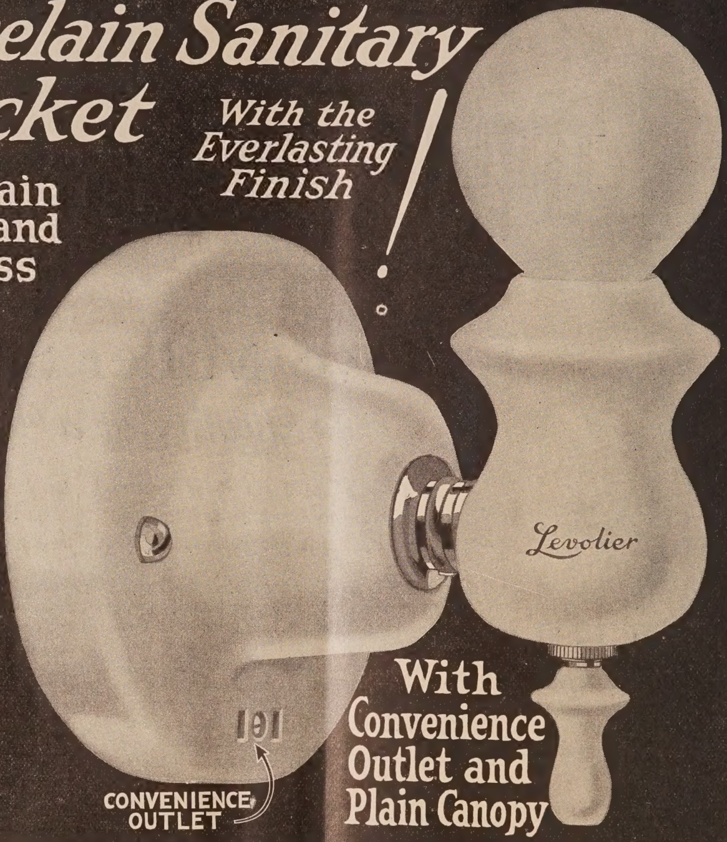
WHITE GLAZED

Porcelain Sanitary Bracket

With the Everlasting Finish!

Porcelain
Lever and
Keyless
Types

for
Kitchens
Bathrooms
Hotels
Restaurants
Beauty Parlors
Doctors' Offices
Barber Shops
Etc.



With Convenience Outlet and Plain Canopy

An unusual combination of convenience outlet and artistic, durable bracket.

On new work may be installed at cost of conduit run and outlet.

On old work does away with tearing up floor and wall.

Easily kept clean and will not soil while installing.

The finish is everlasting and will not chip, scratch or stain.

The soft white finish and rust-proof nickel trimming presents a pleasing appearance and harmonizes with other fitments. The lamp may stand upright or hang inverted to suit surroundings. A splendid feature to tie into Better Home Lighting and Daylight Kitchen Campaigns.

Write today for Descriptive Folder

Levolier
Pull Sockets
Pull Husks
Conduit Box,
Fixture, Lever, Pull
and In-Between
Switches
Hickeys

McGILL
MANUFACTURING CO.
Electrical Specialties of Quality
ESTABLISHED 1904
VALPARAISO · INDIANA

LOXON
Lamp Guards
Lamp Coloring and
Frosting
Soldering Flux
Blow Torches
Lamp Changers

Reg.U.S.Pat.Off.

"The Shadow Chaser"

MONAX GLASS, "The Shadow Chaser" of modern business, is the result of the manufacturer's effort to develop an unsurpassed medium for supplying better and more profitable *light*. It is upon the basis of this same conception of Service that MONAX is recommended for homes, offices, factories and commercial buildings.

The Contractor-Dealer selling MONAX GLASS co-operates in this broad service-giving policy and, as a "Shadow Chaser" himself, shares in the reward of bigger sales and greater profits.

Macbeth-Evans Glass Company
(Eastern Division)
CHARLEROI, PENNSYLVANIA

MONAX 3756—*A globe of "all-around" utility, embodying in its design lighting principles that are scientifically correct.*

MONAX GLASS
for Commercial Lighting

FAIR WARNING!

The New BEARDSLEE 24-hour Shipment Catalog (S-7) will be sent only to those Dealers who ask for a copy.

Just a line on your letterhead—"Send me a copy of your new S-7 Catalog" is sufficient to secure a copy of this "Fixture Market in print."

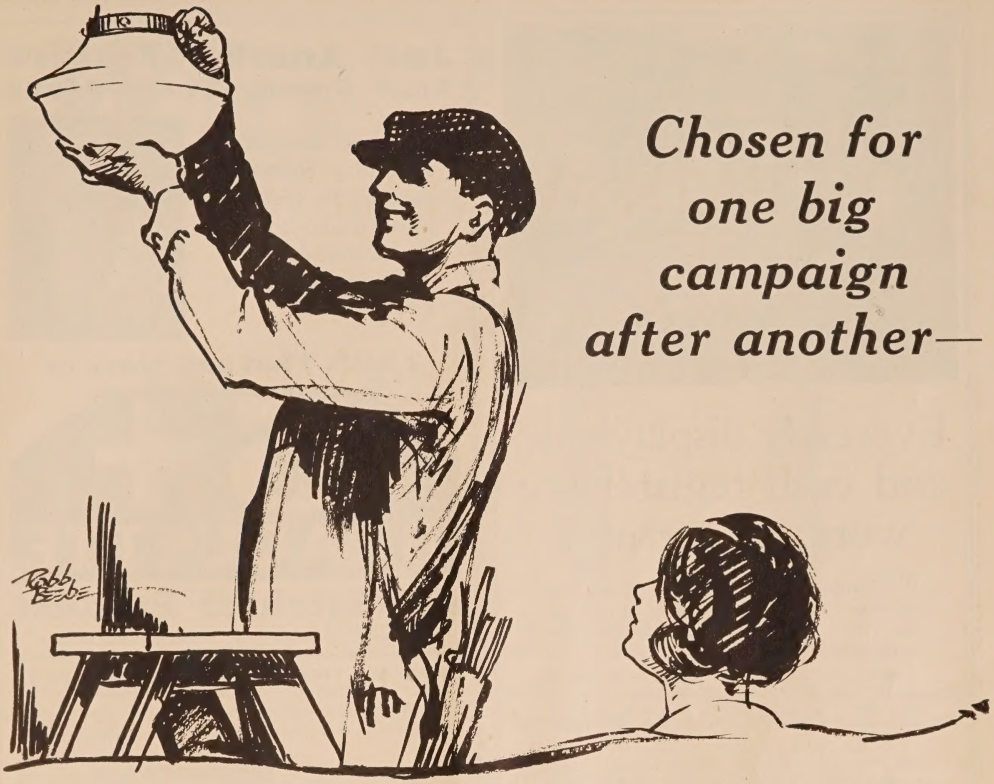
Here you will find illustrations, descriptions and prices of a marvelous assortment of chandeliers and brackets—nine out of ten of your residence jobs can be sold from this one catalog.

And Remember—

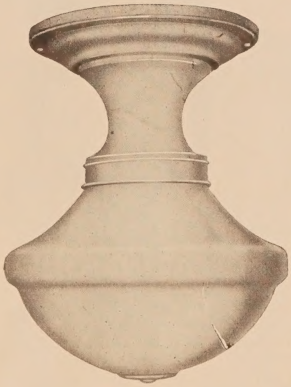
ANY PIECE OF LIGHTING EQUIPMENT IN THIS BIG CATALOG WILL BE SHIPPED TO YOU WITHIN 24 HOURS AFTER RECEIPT OF YOUR ORDER.

This is a Catalog worth having!
Write for your copy today.

Beardslee Chandelier Mfg. Co.
223 South Jefferson St., Chicago



Chosen for one big campaign after another—



In the first kitchen lighting campaign to feature this Luminaire, the Duquesne Light Company of Pittsburgh already has installed 32,000 units, and the drive is still in progress! To date only a portion of their 190,000 current users have been reached.

Altogether, we have sold 84,000 this year through kitchen light campaigns.

Designed by a central station engineer who had experimented with every type of unit to find the one most suitable for kitchen unit campaigns, this *Duquesne Luminaire* will give you a sure knowledge that the biggest factor in your sales effort is correct to the last detail.

Central Stations, dealers and jobbers are invited to write for samples and prices.

CONSOLIDATED LAMP AND GLASS CO.

Coraopolis, Penna.

NEW YORK, N. Y.
15 E. 18th St.
BOSTON, MASS.
164 Federal St.

CHICAGO, ILL.
17 N. Wabash Ave.
LOS ANGELES, CAL.
351 Pacific Elec. Bldg.

DETROIT, MICH.
518 Brush St.
PORTLAND, ORE.
233 Sherlock Bldg.

LONDON, ONT., 113 Wortley Road

DUQUESNE
Kitchen Luminaire

EVEREADY FLASHLIGHTS & BATTERIES

Eveready display case and cash register are working partners

W. F. Bevill & Company, Logan, W. Va., understand the psychology of sales. Read how they placed their Eveready display case close to the cash register, with telling results:

"When we received our Eveready Flashlight display case, we placed it on a counter directly to the right of the cash register. This is the story of why we did this and why we are keeping it there.

"We find that a majority of men on entering will come right down the aisle of the store. Also a great many, on making a single purchase, will buy more than one item if there is some way of getting their minds off the first purchase.

"While the customer waits for change, the Eveready display case is staring him in the face—a silent salesman. This is a great reminder. They become interested and often buy a flashlight. A great many sales result in this way."

What selling stunt have *you* used that has proved effective? We'd like to hear from you. Tell us the story in your own words and send a picture along if possible. Eveready Flashlights and Batteries are ever-steady profit makers.

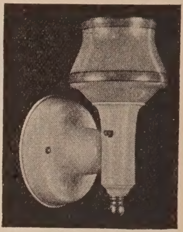
Manufactured and guaranteed by

NATIONAL CARBON COMPANY, Inc.
NEW YORK SAN FRANCISCO
Atlanta Chicago Dallas Kansas City
Canadian National Carbon Co., Limited, Toronto, Ontario

EVEREADY
FLASHLIGHTS
& BATTERIES
–they last longer

Just Another Feature That Speeds Them Along

Standard outlet for attaching electrical appliances without removing lamp. Revealed when needed—Concealed when not wanted.



That's That and More in

5+
BRAQUETTE

a Hofrichter Product

Get us to tell you about this. It means profits for you.

AMERICAN LIGHTING PRODUCTS COMPANY
STATION A • CLEVELAND, OHIO

The unit for Sales— *the price* for Profit!

Here is the kitchen unit in *design, manufacture and price* for bigger sales and a larger profit. The glass is turned out by one of the best known manufacturers. It has high percentage of diffusion, and practically negligible absorption. White enameled canopy, pull chain and socket receptacles. Wired complete.

Packed in individual cartons.
Standard package of 12.

Write for sample of this unit!

New York Gas & Electric Fixture Supply Co.
146 Bowery, New York City

Why Is It—

That **ELASTOID CANDLES** are so popular with The Leading Fixture Manufacturers?

Send for samples and prices.
They speak for themselves.

Old Ivory, streaked and clouded ends

White and Cream

Old Ivory Wick Drip

Old Ivory, drip

THE ELASTOID FIBRE CO.
WALTHAM, MASS.

Better Outdoor Fixtures

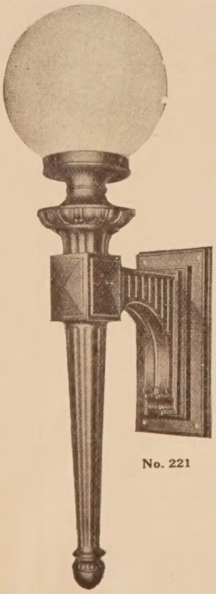
There is a better HERWIG Outdoor Fixture for every home, golf and country club, public and industrial building. Wherever you go you will see HERWIG Fixtures supplying every outdoor lighting need.

Let us quote you on duplicating any of our fixtures in solid bronze.

Our Catalog No. 12 shows 150 numbers. It is free on request.

ALL our fixtures can be furnished in a dark green or *dull black finish* with cathedral amber, moss, or C. R. I. Glass Panels.

The Herwig Company
(Formerly The Herwig Art Shade & Lamp Co.)
1753-59 Sedgwick Street, Chicago, Ill.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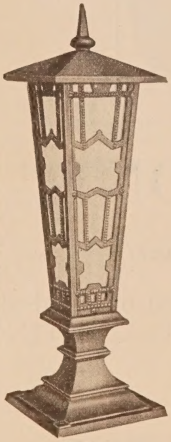
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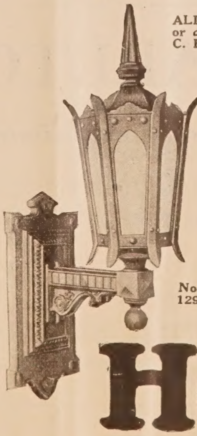
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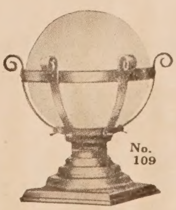
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For Outdoor Fixtures Cast-Metal

Herwig

Do You Know

Type WG
Brascolite

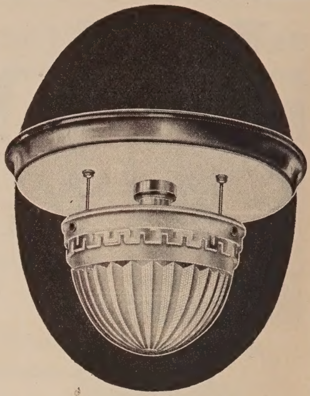
That The Edwin F. Guth Co. are the largest manufacturers of lighting Fixtures?

That Brascolite is the most efficient lighting unit made?

That there are over one million Brascolites in use?

That the first Brascolite installations, made 13 years ago, are still giving satisfactory service?

These are just a few of the reasons why you should sell the Guth line. Let us give you more. A request will bring complete information. No obligation.



Type AF
Brascolite

The EDWIN F. GUTH COMPANY
DESIGNERS - ENGINEERS - MANUFACTURERS

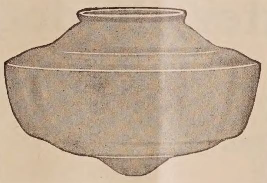
Formerly the St. Louis Brass Mfg. Co. and the Brascolite Co.

Lighting GUTH QUALITY *Equipment*

ST. LOUIS U. S. A.

Branch Offices:
(Sales and Service)
In all Principal Cities

H 993



"PEARLTONE"

Registered

"The Glare Eliminator"

A cased glass of Quality. Used by the dealer who knows the value of GOOD LIGHTING.

Chicago Show Room
17 N. Wabash Ave.

GILLINDER BROTHERS, Inc.
Port Jervis, New York

QUAD
QUALITY

SOLVED!

The Problem of Profitable Store Lighting

Standard holders have six-inch or four-inch fitters and globes range in size from ten to sixteen inches. Sold with or without glassware.

Nowadays Statuary Bronze is by far the most popular finish for store lighting fixtures.

In spite of this fact, most fixture supply houses carry in stock nothing but brush brass parts, canopies, stems, holders and glassware, a miscellaneous lot from which the average fixture is assembled.

You can now buy standardized store lighting units of exceptional quality at a price that means quick and profitable sales. QUAD holders, for example, are of heavier brass drawn to proper depth and beautifully plated (not sprayed) statuary bronze. Other parts are of proportionate size and same finish.

For restaurants, dairies, bakeries and other places where food is handled, sell the pure white porcelain enameled QUAD ceiling unit. It's a "big brother" of the famous QUAD Kitchen Unit and has no competition.

Write for prices and discounts.

Quadrangle Mfg. Co.
553 West Monroe St.
CHICAGO, ILLINOIS

QUAD
LIGHTING UNITS

These long winter evenings—Reading and Bridge are in order

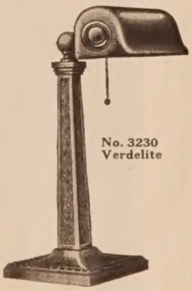
No. 3661

A FARIES "Gift" Bridge Lamp Makes

the entire difference between a pleasant, enjoyable evening at home, and the need to search elsewhere for entertainment. The beauty and utility of Faries portable and floor lamps make them instantly attractive. Their high quality construction and durable finish appeal to every one, and their reasonable price removes the last obstacle to a sale.

National Advertising helps the Faries dealer

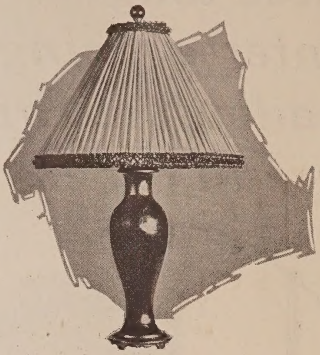
Popular magazines with national circulation are making Faries Products well known. The Verdelite, the pioneer green shaded desk portable, is also obtainable with a variety of ***decorated shades*** and in several finishes.



No. 3230
Verdelite

We will be pleased to receive your inquiries, and send catalog.

FARIES
Manufacturing Co.
Decatur, Illinois, U. S. A.



A
Cassidy
Lamp

CASSIDY COMPANY, INC.
Designers and Manufacturers of Lighting Fixtures
101 Park Avenue, New York

ZELLAC

Your Sales!

Let us take a hand in promoting your sales. Advise your trade that your products are finished with Zellac, assuring them the utmost in finish. We will gladly furnish attractive Zellac tag for your fixtures.

Finish is important to the appearance and serviceability of your products. And with Zellac you get the best in serviceability of finish, uniform quality, and economy besides! You can always depend upon Zellac because it's made specially to fit your individual requirements.

Let us co-operate with you on your finishes

ZELLER LACQUER MFG. CO.
342 Madison Ave., New York

Stockrooms and Offices at
CHICAGO: 551 W. Lake St.
LOS ANGELES: 786 Ceres Ave.
SAN FRANCISCO: 67 Steuart St.
DENVER: Ormor Sales & Supply Co.,
1428 Court Place, Distributors.

ZELLAC

ZELLAC

Design 727—1 Light

Jobbers
Dealers
Contractors

This is your opportunity to sell the country's most complete line of Entrance Standards, Brackets and Newels for—

Churches
Schools
Libraries
Office Buildings
Apartments
Garages
Bridges
Filling Stations
Private Grounds
Parks
Etc.

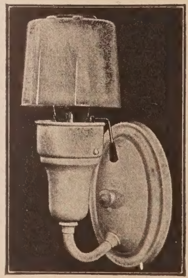
Send for this Book No. 54 and our sales proposition.

THE UNION METAL MFG. CO.
CANTON, OHIO

UNION METAL
EXTERIOR LIGHTING FIXTURES
Entrance Standards • Brackets • Newels

The TURNLO
Hall and Bathroom Bracket

A Gentle Glide of the Lever
Turns the Light On or Off
and Makes it
Brighter or Dimmer by Degrees



No. 600

Economical in use
Correct in design
Consistent in finish
Extremely well made
Easy to install
Quiet in operation
100% satisfactory

Instantly Appeals to the Customer

Furnished in Three Finishes
WHITE ENAMEL—IVORY—BR. BRASS

Send for circular and prices covering our complete line of Turnlo Brackets and Portables

Electric Utilities Mfg. Co.
314 Adams Ave., Scranton, Pa.

Number of profits— or Size of profits?

Half a dozen small profits jingling in your pocket are better than a big profit still on your shelf.

We designed the Play-O-Lite, and when we saw the big sales field ahead, we priced the lamp to attract large *volume* sales.

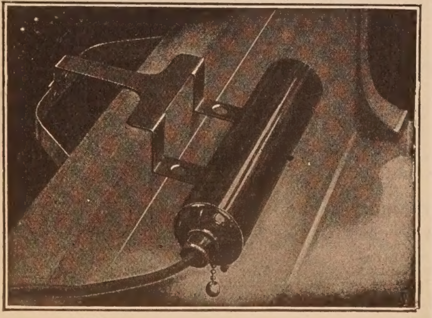
Remember,—

1. The Play-O-Lite slips on or off the piano in a second—without the use of tools. Cannot mar the finest finish on the piano.
2. It blends with the most beautiful instrument, and is finished in mahogany, ebony or walnut.
3. It throws a soft light right on the music, without glare.
4. Its use is not limited to the piano. It works equally well on a chair or bed!

IT SELLS FOR

$5

Attractively boxed, with attractive display material



PLAY-O-LITE

Drop a postal card into the mail TODAY for illustrated folder describing it! Write to either your jobber or—

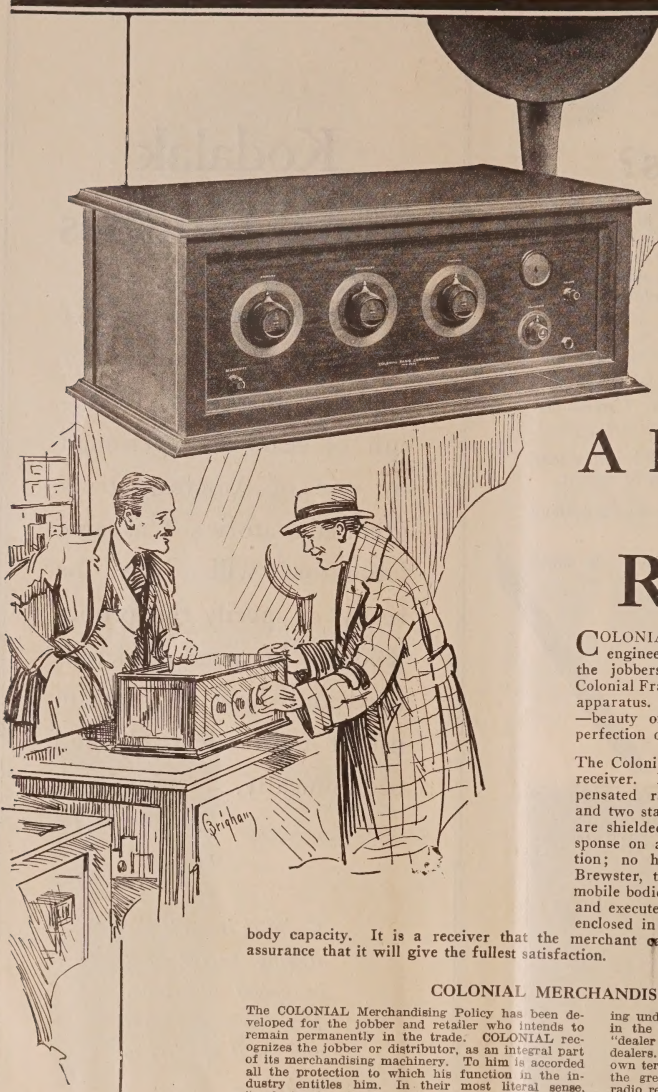
A. HALL BERRY, Sales Agent
71-73 Murray St., New York City

Kodalak Metal Finishes

A Kodalak metal finish isn't just another lacquer. For Kodalak finishes are the result of years of experiment by one of America's truly great laboratories. This same laboratory will always be ready to specify the proper Kodalak for your particular need and show you how to use it most effectively and economically.

Kodalak is made for dipping or spraying in colors or clear. Describe your task and we'll be glad to help.

Eastman Kodak Company
Chemical Sales Department
Rochester, N. Y.



COLONIAL
Trade Mark Reg.

A Revelation in RADIO

COLONIAL Radio Receivers have no equal in engineering refinement. That is the reason why the jobbers and dealers who have secured the Colonial Franchise are so enthusiastic about Colonial apparatus. All of the demands of the radio public,—beauty of design, selectivity, sensitivity, range, perfection of tone and volume—are amply met.

The Colonial 16 is a five-tube dry battery operated receiver. It employs two stages of tuned compensated radio frequency amplification, detector, and two stages of audio amplification. All circuits are shielded and compensated to give uniform response on all waves. No regeneration; no radiation; no howling. The luxurious cabinet is by Brewster, the finest builder of custom built automobile bodies in the world. It is beautiful in design and executed in the best of taste. All batteries are enclosed in the cabinet, and there is absolutely no body capacity. It is a receiver that the merchant can sell his customer with the absolute assurance that it will give the fullest satisfaction.

COLONIAL MERCHANDISING POLICY

The COLONIAL Merchandising Policy has been developed for the jobber and retailer who intends to remain permanently in the trade. COLONIAL recognizes the jobber or distributor, as an integral part of its merchandising machinery. To him is accorded all the protection to which his function in the industry entitles him. In their most literal sense, "exclusive franchise" and "territorial protection" are the outstanding features of what COLONIAL gives its jobbers, or distributors.

COLONIAL cooperation with the radio dealer is the most complete that has yet been offered to radio retail merchants. We have a staff of highly trained "dealer salesmen" who know radio, and who have been given a special course in radio selling under a special COLONIAL sales executive right in the COLONIAL factory. The service of these "dealer salesmen" is available to all COLONIAL dealers. They will help inaugurate, in the dealer's own territory, the special COLONIAL selling plan,—the greatest sales producer so far devised in the radio retail trade field.

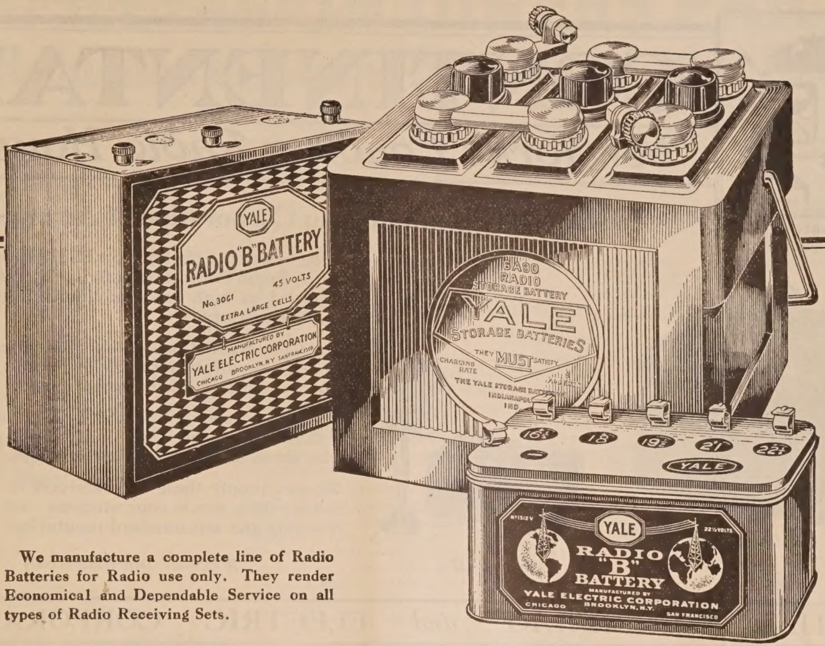
The jobber and dealer handling the COLONIAL line is building a sound business on a permanent basis. His COLONIAL franchise is a continually appreciating asset. He is selling a product of the highest mechanical excellence, painstakingly constructed, and rigidly tested before shipped from the factory.

TIME PAYMENT PLAN

The COLONIAL Time Payment Plan enables the dealer to materially increase his sales. It has many points of unique interest. You should investigate it now. A booklet describing fully how the plan operates will be sent to you on request. Write Dept. B.

Colonial Radio Corporation

East Ave. and Tenth St., Long Island City, New York


YALE
RADIO "B" BATTERY
No. 3061
45 VOLTS
EXTRA LARGE CELLS
MANUFACTURED BY
YALE ELECTRIC CORPORATION
CHICAGO BROOKLYN, N.Y. SAN FRANCISCO
6A90
RADIO
STORAGE BATTERY
YALE
STORAGE BATTERIES
THEY MUST SATISFY
CHARGING RATE
THE YALE STORAGE BATTERY CO.
INDIANAPOLIS
IND
16½
18
19½
21
22½
YALE
No 1512 V
22½ VOLTS
YALE
RADIO "B" BATTERY
MANUFACTURED BY
YALE ELECTRIC CORPORATION
CHICAGO BROOKLYN, N.Y.
SAN FRANCISCO

We manufacture a complete line of Radio Batteries for Radio use only. They render Economical and Dependable Service on all types of Radio Receiving Sets.

INVESTIGATE

This Unusual Merchandising Plan

on the sale of

YALE RADIO BATTERIES

YOU will be interested in this plan which will make it possible for you to increase your volume and profit on the sale of Yale Radio Batteries—famous for their Quality.

Communicate with us immediately so that you can benefit on February Battery Sales. This is the peak month for the year.

YALE ELECTRIC CORPORATION

CHICAGO **BROOKLYN, N. Y.** **SAN FRANCISCO**

Trade Mark

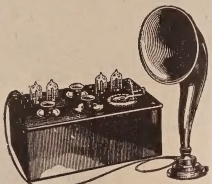
THE SYMBOL OF SERVICE

CONTINENTAL

"New York's Leading Radio House"

Everybody Knows Radio Corporation of America

Radiola III



Radiola III-A

Long before the big boom in Radio Broadcasting came, Radio Corporation products were used and regarded as high grade equipment, by leading wireless stations.

The name Radio Corporation of America, backed by large manufacturers, has long been a standard where radio equipment has been used.

Your customers know these facts about the R.C.A. and respect the judgement of dealers who show Radiolas in their windows.

We can supply these two receivers to dealers—display these sets in your windows—sell standard receivers and sell standard reputation.

Wholesale Distributors Only

2093-Q

CONTINENTAL RADIO *and* ELECTRIC CORPORATION

15 WARREN STREET - - - - - - - NEW YORK, U. S. A.

for demonstration—

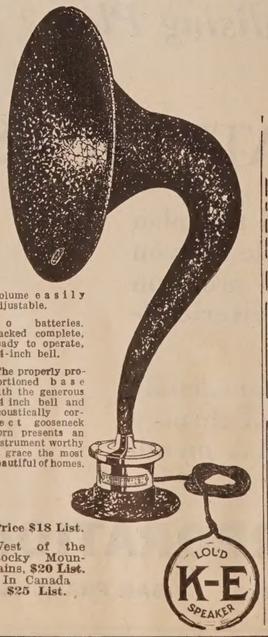
Special price of $11.70—to new dealers only!

Here is an *exceptionally* fine instrument selling at so little above the price of ordinary speakers that the dealers use it to turn into *real* profits sales which would otherwise net smaller margins.

The K-E stands out among the finest; its resale price puts it in the popular class. We did it to attract volume sales—and we are certainly getting them!

The biggest distributors are pushing it.

Send for a K-E at this special price. Try the plan yourself. It will boost your margin and your turnover too.



Volume easily adjustable.

No batteries. Packed complete, ready to operate, 14-inch bell.

The properly proportioned base with the generous 14 inch bell and acoustically correct gooseneck horn presents an instrument worthy to grace the most beautiful of homes.

Price $18 List.

West of the Rocky Mountains, **$20 List.** In Canada **$25 List.**

Take advantage of this introductory offer!

Get the K-E on your counter. Demonstrate with it.

See how it turns Small-profit sales into big-profit sales!

Write now.

Kirkman Engineering Corp.,
484-490 Broome St., New York.

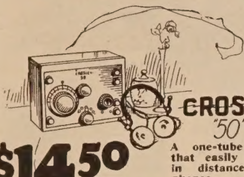
Yes! Send me one K-E for trial at the special price of $11.70!

Name ....

Address ....

CROSLEY AGAIN LOWERS PRICES

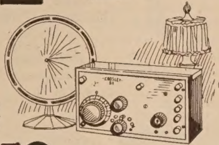
Big Reduction in Famous Trirdyn and other Radios



CROSLEY "50"

A one-tube radio that easily brings in distance with phones.

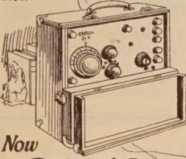
$14.50



The biggest selling radio in the world

$18.50 CROSLEY "51"

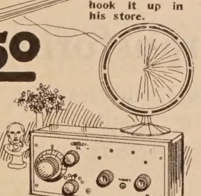
A two-tube set that gives loud speaker reception under fair conditions up to 1000 miles.



CROSLEY "51" Portable

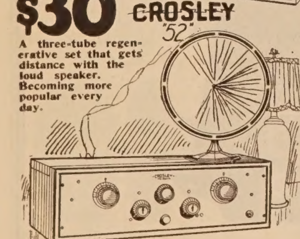
The two-tube utility radio. Let your dealer hook it up in his store.

Now **$23.50**



$30 CROSLEY "52"

A three-tube regenerative set that gets distance with the loud speaker. Becoming more popular every day.



Now **CROSLEY "TRIRDYN"**

$50 The biggest selling high-grade radio on the market. Distant loud speaker reception under all conditions.

The biggest selling high grade receiver on the market—the Crosley Trirdyn—reduced from $65 to $50.

The Trirdyn Special—the beautiful Model with cabinet to house batteries—formerly $75, now $60.

The Crosley 51-P, a tremendous seller at $25, reduced to $23.50.

We unhesitatingly state that Crosley Radios represent the biggest values ever offered.

CROSLEY RADIOS JUSTLY POPULAR

Only the less expensive Crosley Radios have exceeded the Trirdyn in sales. This deserved popularity of the entire Crosley line is the result of extraordinary performance at a very low price.

Crosley Radios cost less originally, use fewer tubes and consume much less battery current. They give results not equalled by receivers costing a great deal more and using two or three additional tubes.

The unique Trirdyn circuit—a combination of Armstrong Regeneration, Radio Frequency Amplification and Reflexed Audio Amplification—has proven beyond a doubt that the features of selectivity, volume and ease of operation can be obtained with three tubes better than heretofore has been possible with five or even six.

Hundreds of voluntary letters have come to us, telling of the unparalleled foreign reception during international test week with Trirdyns and all other Crosley Radios; even the little one-tube Crosley 50 at only $14.50.

It is this continued remarkable performance that has created such a tremendous demand for Crosley Radios. And it is this great popularity that now allows us to decrease our production costs and pass this large saving along to you.

NEW CROSLEY MODELS

In order to allow even a greater selection, three new Crosley Radios have been added to our extensive line. Taking its place with the well known Crosely 50 and Crosley 50-P is the leatherette covered, one-tube 50 Portable, a utility set in which the dealer can quickly make the necessary connections and allow the purchaser to carry it home complete.

The New Crosley 51 Special, a two-tube receiver similar to the Model 51, is housed in a cabinet large enough to hold the necessary batteries and has a sloping panel.

Similar to the Crosley 52, but with sloping panel and cabinet to house the batteries is the new Crosley 52 Special.

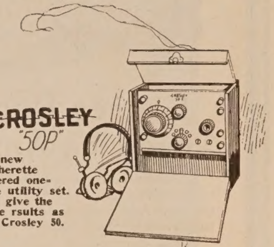
Most good Jobbers handle Crosley Radios.

You Will Make No Mistake in Selling Them.

All Crosley Receivers contain the famous Armstrong Regenerative circuit, and are licensed under the Armstrong U. S. Patent No. 1,113,149.

As is customary prices shown do not include tubes, phones, loud speakers or batteries

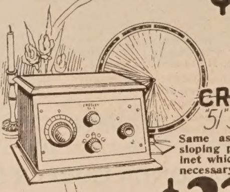
Prices West of Rockies—add 10%.



CROSLEY "50P"

The new leatherette covered one-tube utility set. Will give the same rsults as the Crosley 50.

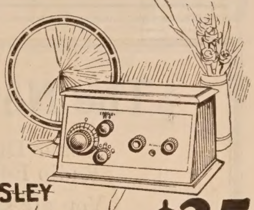
$16



CROSLEY "51" Special

Same as 51 in new sloping panelled cabinet which houses all necessary batteries.

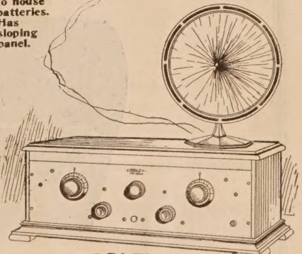
$23.50



CROSLEY "52" Special

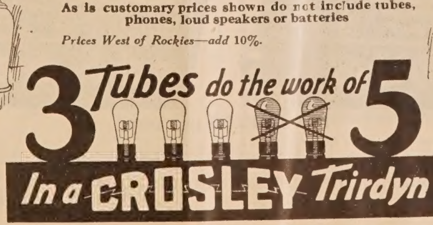
The Crosley 52 in new cabinet to house batteries. Has sloping panel.

$35



CROSLEY Now **"TRIRDYN" Special** **$60**

Same as the Trirdyn in beautifully finished large cabinet to hold the batteries.


3 Tubes do the work of 5
In a CROSLEY Trirdyn

THE LOUD SPEAKER SHOWN IS THE WONDERFUL NEW CROSLEY LOUD SPEAKER THAT IS TO BE ANNOUNCED IN THE NEAR FUTURE

Write for complete catalog

THE CROSLEY RADIO CORPORATION

27 Sassafras Street — Powel Crosley, Jr., President — Cincinnati, Ohio

Crosley owns and operates Broadcasting Station WLW

ANACONDA
ANTENNA WIRE
100 FT. COIL

Longer Ranges with Anaconda Antenna Wire

Range in radio reception depends as much on the conductivity of the antenna as on the sensitiveness of the set. Anaconda Antenna Wire is especially made to give the highest possible conductivity.

It has the strength required by the Board of Fire Underwriters and the ductility necessary to insure easy bending and workability. Supplied in long and short lengths to meet any dealer requirement.

How it is Supplied

Anaconda single copper wire, tinned or untinned, No.14 and other sizes.

Anaconda stranded copper wire, seven strands of No. 22 B. & S. gauge.

Anaconda silicon bronze wire, seven strands 18 B. & S. gauge.

How it is Packed and Shipped

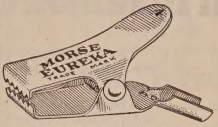
Anaconda antenna wire, single or stranded, is shipped either on wooden reels holding 25, 75, 100 or 200 pounds or in cartons containing coils of 100 or 200 feet.

Anaconda antenna wire always bears the Anaconda trademark—a guarantee of quality and dependability.

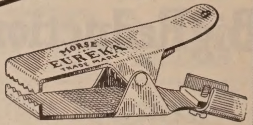
ANACONDA COPPER MINING CO.
THE AMERICAN BRASS COMPANY
Wire Sales Division:
General Offices: 25 Broadway, N.Y. Western Offices: Conway Bldg., Chicago

Morse Eureka
TRADE MARK

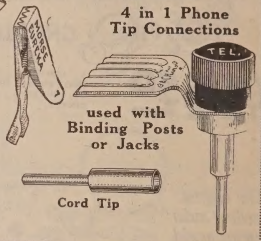
Spring Clips and Battery Terminals Eight Sizes

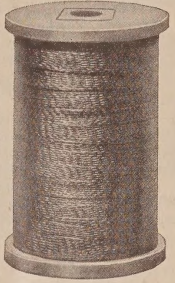

MORSE EUREKA TRADE MARK
4

No. 4 Spring Terminal


MORSE EUREKA TRADE MARK
8

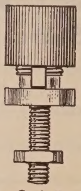
No. 5 Storage Battery


MORSE EUREKA
TEL.
4 in 1 Phone Tip Connections
used with Binding Posts or Jacks
Cord Tip

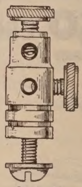


MORSE ALL METAL
Tape Antennae
for
Outdoor or Indoor
Strongest Tape Made
Gives Best Results
Write for Catalogue

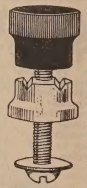
FRANK W. MORSE CO.
289 Congress St.
Boston, Mass.



Style R



Style T



Style E

BINDING POSTS
Largest Assortment
100 Styles, Sizes and Markings

The New Como Push Pull Transformer

Como Duplex Transformers are specified continually by leading Radio Editors because they know that the user will get results.

You are safe in stocking Como as they are the biggest selling push-pull transformer on the market—There's a reason.

COMO DUPLEX AMPLIFYING TRANSFORMER
COMO APPARATUS CORP. BOSTON, MASS.
COMO DUPLEX AMPLIFYING TRANSFORMER
COMO APPARATUS CORP. BOSTON, MASS.
OUTPUT

Price $12.50 per pair

The new form of case and terminals permit of easy wiring. They take up less room in the set than the previous model. Size of base 1-7/8 x 3-3/16.

"Take no chances—Use Como"

COMO APPARATUS CORP., Manchester, New Hampshire

It is an Asset to be a Stromberg-Carlson Dealer

These beautiful 5-tube Neutrodyne Radio Receivers are giving unparalleled results to thousands of users in all parts of the world.

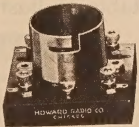
It is the nationally advertised Radio which is sold direct from factory to dealer—a selected number in each locality. These dealers have behind them the stability of a firm with 30 years' manufacturing experience and a world-wide reputation for superior Telephone and Radio Apparatus.

Write for our plan of Dealer Service

Stromberg-Carlson
Telephone Mfg. Co.
1060 University Ave.
Rochester, N. Y.

Stromberg-Carlson

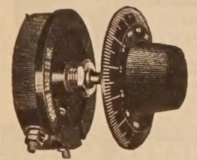
Get perfect reception and distance with HOWARD RADIO PARTS



The standard Howard rheostat, with single hole mounting and DIAL. Made in 6½-25-40 and 60 ohms resistance.

Price $1.10

The Howard Midget Rheostat is the ideal one for portable sets where space is limited. Made to perform successfully just like our larger rheostats. List $1.10 with knob and pointer only.



Here is the Howard Low Loss socket with the "sure side contact". A high grade product that is sure to be a fast seller in any radio stock.

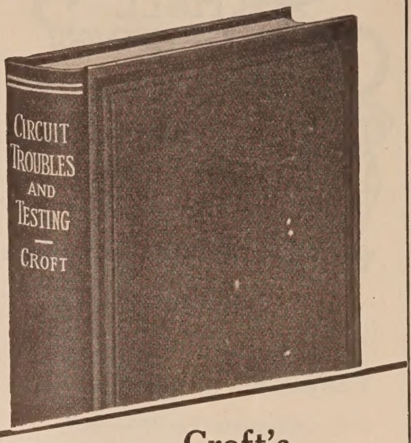
List $1.25

Above is shown an unusual development in Micrometer rheostat construction. Single hole mounting with Dial. Has instantaneous "single-knob" control. You'll want this one in stock because there is great demand for it. List $1.50

Be sure you are thoroughly informed on Howard. Write today for complete details and discounts.

HOWARD RADIO CO., INC.
451-469 *East Ohio St., Chicago, Ill.*

Circuit Troubles and Testing
Just Off the Press



Croft's
Circuit Troubles and Testing
By Terrell Croft, Consulting Engineer
224 *pages*, 5½x8, 237 *illustrations*, $2.50

Like all of the Croft books, this new volume is clear, practical and definite from the first page to the last. It presents 237 question-answering diagrams and illustrations. It is the kind of book practical electricians, wiremen and troublemen will find of daily usefulness.

At the same time technical accuracy is not sacrificed making the book of value as a reference work to any electrical man regardless of his experience and training.

This book will show you

—how to locate a circuit trouble surely and quickly
—what the best method of correcting specific troubles is
—how to determine the nature of a fault
—how to break down a fault
—how to locate a blown fuse
—how to measure insulation resistance
—how to locate defective insulators
—how to locate tree leaks
—how to determine polarity

CONTENTS

I.—Instruments and Devices. II.—Locating Faults in Multiple Transmission and Distribution Circuits. III.—Locating Faults in Interior Wiring Circuits. IV.—Locating Faults in Series-Circuits. V.—Insulation Resistance. VI.—Determining Polarity. Solutions to Problems.

See this new book for 10 days FREE

Just send the coupon and you will receive by return mail a copy of this book. You may keep it and use it for 10 days FREE. See for yourself how thoroughly all common power and lighting circuit troubles are explained. Send the coupon now.

McGRAW-HILL
FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc., 370 Seventh Avenue, New York.
You may send me on approval for 10 days' free examination Croft's Circuit Troubles and Testing, $2.50. I agree to pay for the book or return it postpaid within 10 days of receipt.

Name ....

Address ....

Official Position ....

Name of Company ....

Subscriber to Electrical Merchandising?...... Mem. A.I.E.E.?......
(Books sent on approval to retail purchasers in U. S. and Canada only.)
E.M. 2-1-25

SMALL STAMPINGS?

For Electrical and Radio Manufacturers

Specializing in

CUPS
SHELLS
FERRULES

LUGS
TERMINALS
FUSE PARTS

Adequate Facilities for Complete Assemblies

Daylight Factory—Modern Equipment

PATTON-MacGUYER CO.
Baker St. and Virginia Ave.
PROVIDENCE, R. I.

HARRY ALTER & CO.

OGDEN at CARROLL AVENUES -:- CHICAGO

Wholesale Distributors for

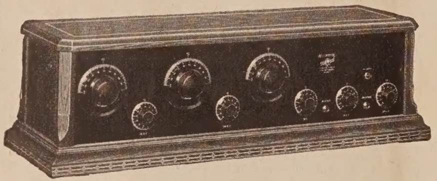
FREED-EISEMANN
RADION
PREMIER
MOHAWK
HOWARD
BURGESS
DUBILIER
ERLA
BRANDES
FRESHMAN
CARTER
ACME
BENJAMIN
HOLD-HEET
APPLETON
SAVE
LIBERTY
SIMPLEX
WADSWORTH
MASTER MOTOR

And over 100 others

The dealer who makes Harry Alter & Company his wholesaler has at his command complete stocks of the products of America's best known radio and electrical manufacturers. And he enjoys the additional advantage of immediate delivery from these stocks—90% of the orders we receive are shipped the same day.

These are only two of the reasons why dealers in every state in the United States and in 22 foreign countries are buying from Harry Alter & Company to their satisfaction and profit.

The HOWARD 5-tube NEUTRODYNE



See This Set Perform—

Day in and day out, summer and winter, Howard Neutrodyne will give the pleasure and perfect performance that keeps customers satisfied.

Write for Discounts and Folders

Howard Radio Company, Inc.
451-469 East Ohio St., Chicago, Ill.

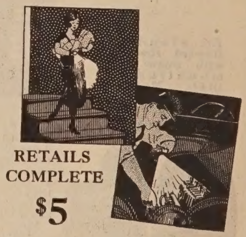
Howard
GUARANTEED PRODUCTS
Mfg. Co. Inc.
Chicago, U.S.A.

Licensed by
Independent Radio Manufacturers, Inc.
NEUTRODYNE
Req. U.S. Pat. Off.
Pat. March 27, 1923 and April 1, 1924
Hazeltine Pats. Nos. 1,450,080 and 1,489,228
Other Patents Pending

—the *Only* light that leaves *Both* hands free—

for every portable or flashlight purpose!

Men who protect your property MUST choose a light that is dependable under ALL and unusual conditions. The Police endorse and use SAVE-A-LIFE LITE—as first aid to SAFETY FIRST!



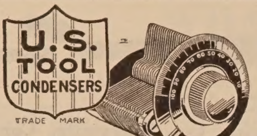
-the light that NEVER fails!
"SAVE-A-LIFE LITE"
·(CIVILIAN MODEL)

©-L.ir.25

Endorsed and used by N. Y. Police Dept., Quebec, and 80 other cities.

Sold now by John Wanamaker, N. Y., Gimbel Bros., Phila., Marshall Field, Chicago, The Fair, Chicago, Southern Equipment Co., Butler Brothers, and many others of the same class and size all over America. Only the Civilian Models sold to the trade.

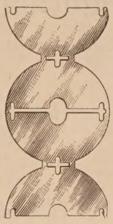
SAVE-A-LIFE LITE INC.
1841 Broadway at 60th Street,
New York, U. S. A.



This Greatest Improvement is Creating Unprecedented Sales

New One-Piece Stator

(Pat. Applied for)



The greatest individual salespoint since the vernier—the one-piece stator has made a lasting impression upon radio fans which, in turn, is reflected in a sales leap from dealer to factory. Tending toward condenser perfection, the new one-piece stator eliminates broken contacts, soldered joints, leakage and resistance.

—Found in These Four Improved Types

Types 3 (plain) and 4 (all-vernier), **Celoron End Plates**; types 5 (plain) and 6 (all-vernier), **Metal End Plates**. These types also feature the new Hexagon Shaft.

CS and CV Low Price Types always in stock.

100% GUARANTEED
WRITE FOR PROPOSITION

U. S. TOOL COMPANY, INC.
109 Mechanic St., Newark, N. J.

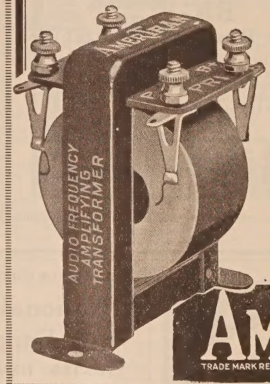
Mfrs. of special tools, dies, jigs, automatic machinery and sub presses.

Sell AmerTrans for Replacement!

All sets need the most from audio amplification to give the best of loud speaker performance. AmerTrans assure the buyer that the audio side of his receiver is right.

When you sell AmerTrans you are selling appreciation of the highest transformer quality. In new sets or as a replacement, AmerTrans deliver the most volume and clarity from audio amplification.

Sell AmerTrans by the pair!



AmerTran is made in two types—one quality—Type AF6 (ratio 5), Type AF7 (ratio 3½). List either model $7.00—Discount regular.

American Transformer Company
Newark, New Jersey

"Transformer builders for over twenty-four years."

AMERTRAN
TRADE MARK REG. U.S. PAT. OFF.

Radio and Electrical Mailing Lists

18,239	Radio Dealers Retail	per M.	$7.50
1,921	Radio Mfgrs.	per list	20.00
2,349	Radio Supply Jobbers	per list	20.00
745	Radio Mfgrs. complete sets	per list	7.50
16,000	Electrical Supply Dealers	per M.	7.50
610	Electrical Supply Dealers (who)	per list	8.50

Can furnish all other Radio and Electrical Lists and all other classifications. Ask for General Price List and Red Book.

A. F. WILLIAMS, Mgr., List. Dept.
Trade Circular Addressing Co.
168 W. Adams St., Chicago, Ill.
Established 1880

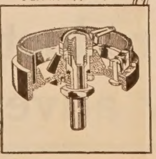
DeJur Jr.
GENUINE BAKELITE

DeJur Jr

COMMERCIAL
RHEOSTATS
Genuine Bakelite

The DeJur is the only rheostat that does not have to be taken apart in order to mount. There is nothing to get loose in back of the panel. Positive connections throughout assure permanent contact. Compare and you will see the difference between DeJur and other rheostats. The DeJur, Jr., is made especially for manufacturers requiring an efficient part at the right price. *Manufacturers—Write for Prices and Samples.*

Patents Appl'd for



DeJur Products Co.
Lafayette and Broome Sts.
New York

America's Pioneer Electrical and Radio Mail Order House

Serving the Trade
Since 1914

Wholesale Exclusively

PRICE Our prices to you are the lowest because we buy in quantity for cash and sell for cash—You can buy in small quantities as you need the merchandise and at quantity costs.

QUALITY We guarantee the quality and live up to the guarantee—that's why we have been in business for over 10 years and serving thousands of dealers.

SERVICE Our organization is working for you. 98% of the orders are shipped the same day they are received. You need not carry a big stock.

Write today for "CO-OP"—
It's Free

"Co-Op" is mailed out the first of each month. It is the handiest electrical and radio guide and current price list published.

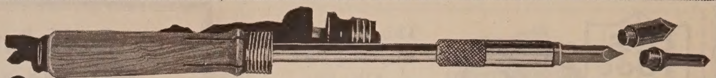
Only nationally known, best quality merchandise illustrated. **Order your copy and see for yourself the savings you can make.**

Co-operative Electrical Supply House

120 N. Union St.
Chicago, Ill.

110 Mercer St.
New York, City

3 Hot Points to Consider—



Set complete, $2.50 list. In display carton with stand, solder and paste. Mail a sample order. Also one point Irons at $1.75. Immediate delivery.

1. An unbreakable heating element guaranteed for one year.
2. Three interchangeable copper points.
3. Never-slip handle construction.

Chapman Manufacturing Co., Terryville, Conn.

RADIO

BIG Savings for Dealers

Lowest wholesale prices on standard radio parts and complete sets. All well advertised, fast selling items. Prompt service, real dealer co-operation. Write now for our big bargain wholesale catalog.

Western Radio
Catalog for Dealers
Lowest Wholesale Prices On Standard Radio Merchandise
5 Tube
$39.00
Western Radio Co.
Jobbers — Distributors
138 W. Lake St. Chicago

FREE CATALOG

WESTERN RADIO MFG. CO.
138 W. LAKE St Dept. H-2 CHICAGO

lighting equipment manufacturers

in the year 1924 spent more money for advertising in "Electrical Merchandising" than they did in any other trade publication.

Electrical Merchandising
—a McGraw-Hill publication
473 Tenth Avenue, New York City

NEW JERSEY

Large Stock
Prompt Shipment
Oldest and Largest Electrical Supply Jobbers in New Jersey
NEWARK ELECTRICAL SUPPLY CO.
"The House of Quick Service"
223 Market Street
NEWARK
N. J.

DISTRICT OF COLUMBIA

National Electrical Supply Co.
1328-1330 NEW YORK AVENUE
WASHINGTON, D. C.

Distributors—Jobbers

Electrical Supplies
Radio Supplies
Automobile Accessories
Machinery and Mill Supplies

Established 1870

Electrical Merchandising

10th Ave., at 36th St.
New York

A "How-to-Sell" idea paper for electrical contractors and retailers of electrical appliances, jobbers and jobber salesmen and manufacturers.

Published Monthly

Subscription $2 a year

Southern Electric Co.
BALTIMORE
Richmond Norfolk

Electrical Merchandise
Commercial and
Residential Fixtures

RADIO

"Southern Service Satisfies"

Good Work Requires Good Material

A few of our reputation builders—
Phillips OK W. P. and Parac R. C. Wires
Trumbull Switches
Belden Cords
Wagner Motors
Duncan Meters and Transformers
Hubbard Hardware and Pierce Specialties

Piedmont ELECTRIC CO.

Warehouses:
ASHEVILLE GREENSBORO
NORTH CAROLINA

Only reliable products can be continuously advertised

WHAT AND WHERE TO BUY

Electrical Appliances and Supplies Advertised in This Issue with Names ot Manufacturers and Distributors

Readers interested in any articles not listed in these pages are cordially invited to inform us of their wants and every effort will be made to put them in touch with the proper manufacturers.

Readers' Service Department,
ELECTRICAL MERCHANDISING, Tenth Ave., and 36th St., New York

Accessories, Cable & Wire
A-A Wire Co., Inc.
Indiana Rubber & Insulated Wire Co.
New York Gas & Elec. Co.
Sherman Mfg. Co., H. B.
Simplex Wire & Cable Co.

Adapters
Curtis Lighting, Inc.
Frank W. Morse Co.
Pacent Electric Co.

Adapters, Vacuum Tube
McGill Mfg. Co.
Pacent Electric Co.

Adapters, Vase Lamp
Bryant Elec. Co.
Faries Mfg. Co.

Adjusters, Cord & Lamp
Frank W. Morse Co.
McGill Mfg. Co.

Advertising Devices, Electric
Flexlume Sign Co.
Tork Co., Inc.
Save-A-Life Lite Co.

Advertising, Consumer, Magazines and Newspapers for,

Agents, Mfrs. (See Jobbers)

Air Compressors, Electric
General Electric Co.

Alarms, Burglar, Fire, Tank
Edwards & Co., Inc.
Stanley & Patterson
Westinghouse E. & M. Co.

Amplifier & Control Panel Units
Atwater Kent Mfg. Co.

Annunciators
Edwards & Co., Inc.
Stanley & Patterson

Antenna Loop
Frank W. Morse Co.

Armature, Commutators, Coils
H. M. Fredericks Co.
Westinghouse Elec. & Mfg. Co.

Arresters, Lightning
General Electric Co.
Westinghouse E. & M. Co.

Attachment & Caps
Hubbell, Inc., Harvey

Automobile Accessories, Electric
Benjamin Elec. Mfg.
Chicago Fuse Mfg. Co.
Frank W. Morse Co.
McGill Mfg. Co.
Sherman Mfg. Co., H. B.
Van Cleef Bros.
Wakefield Brass Co., F. W.

Batteries, Dry
Berry, A. Hall
National Carbon Co.
Save-a-Life Lite Co.
Yale Electric Co.

Batteries, Storage
Mohawk Elec. Corp.
National Carbon Co.
Yale Electric Co.

Battery-Charging Equipment
General Electric Co.
Westinghouse E. & M. Co.

Bearings, Ball
Norma Co. of America

Bearings, Motor and Generator
Norma Co. of America
Westinghouse E. & M. Co.

Bells, Gongs & Buzzers
Edwards & Co., Inc.
Stanley & Patterson

Benches, Vise
Martin & Sons, H. P.
Benches, Washing Machine
Driskell Bench Co.
Horton Mfg. Co.

Benders, Conduit and Pipe
Martin & Sons, H. P.

Binding Posts
Frank W. Morse Co.
Mohawk Elec. Corp.
Stanley & Patterson

Blowers, Organ & Forge
Clements Mfg. Co.
B. F. Sturtevant Co.

Books, Electrical & Technical
McGraw-Hill Book Co.

Bowles, China
Macbeth-Evans Glass Co.
L. Plaut & Co.

Boxes, Floor
Nat'l Metal Molding Co.
Stanley & Patterson

Boxes, Junction and Outlet
Chicago Fuse Mfg. Co.
General Electric Co.
Reben Elec. Mfg. Co.
Tork Co., Inc.
Western Electric Co.
Westinghouse E. & M. Co.

Boxes, Meter and Service
General Electric Co.
Square D Co.

Boxes, Paper
Consolidated Paper Co.

Boxes, Shipping, Folding Paper, Corrugated, and Fibre
Consolidated Paper Co.

Boxes, Switch
Chicago Fuse & Mfg. Co.
Frank W. Morse Co.
Hart & Hegeman Mfg. Co.
Hogan-Spencer-Whitley
Met. Elec. (R. B. Casey)
Nat'l Metal Molding Co.

Brass Fixture Parts (See Fixture Parts & Accessories)

Bronzing Lacquers (See Lacquers)

Brushes, Carbon
General Electric Co.
National Carbon Co.
Westinghouse E. & M. Co.

Bus Bars
Anaconda Copper Mining Co.

Bushings
Koch & Co., Paul W.
Utility Tool & Die Stamping

Buttons and Indicators, Radiant (See Locators)

Buzzers (See Bells & Buzzers)

Cabinets
National Lamp Wks. of G. E. Co.
Penn Elec. Mfg. Co.

Cable, Armored
Eastern Tube & Tool Co.
Frank W. Morse Co.
General Electric Co.
Nat'l Metal Moulding Co.
Simplex Wire & Cable Co.
Tubular Woven Fabric Co.

Cable Accessories (See Accessories, Wire & Cable)

Candles, Candelabras
Elastoid Fibre Co.
Fibro Products Co.
Guth Co., Edwin F.

Caps (See Plugs, Attachment & Caps)

Caps, Color, Diffusers & Hoods
Curtis Lighting, Inc.
Frink, I. P.

Carbons
National Carbon Co.

Cartons
Consolidated Paper Co.

Castings, Iron, Brass
Faries Mfg. Co.

Chain, Fixture
Faries Mfg. Co.
Wakefield Brass Co., F. W.

Chain, Pull Socket
Bryant Elec. Co.
Circle F Mfg. Co.

Chandeliers, (See Fixtures, Lighting, Rigid)

Choke Coils (See Coils, Choke)

Christmas Tree Lighting Outfits
General Electric Co
New York Gas & Elec. Co.

Cigar Lighter, Electric
Elec. Heating & Mfg. Co.
Nat'l Specialties Co.

Circuit Breakers
General Electric Co.
Roller-Smith Co.
Westinghouse E. & M. Co.

Clamps, Insulator
General Electric Co.
Westinghouse E. & M. Co.

Cleats
Frank W. Morse Co.
General Electric Co.
Sears, Henry D.
Square D Co.

Coils, Armature and Field
Westinghouse E. & M. Co.

Coils, Choke
General Electric Co.
Westinghouse E. & M. Co.

Coils, Inductance
Pacent Elec. Co.

Colorings, Lamp (See Lamp Dips & Frostings)

Commutator Stones
Ideal Commutator Dresser Co.

Compounds, Soldering
General Electric Co.

Condensers, Radio
Atwater Kent Mfg. Co.
Colonial Radio Corp.
Hart & Hegeman Mfg. Co.
Hoosick Falls Radio Parts Mfg. Co.
Mohawk Elec. Corp.
Pacent Electric Co.

Conduit Fittings (See Fittings, Conduit)

Conduit, Flexible
Alphaduct Co.
Eastern Tube & Tool Co.
General Electric Co.
Tubular Woven Fabric Co.
Western Electric Co.

Conduit, Rigid
Clifton Mfg. Co.
General Electric Co.
Nat'l Metal Moulding Co.

Conduit, Surface
Nat'l Metal Moulding Co.

Conduit, Underground (Fibre)
Western Electric Co.

Connectors, Cord and Lamp
Arrow Elec. Co.
Bryant Elec. Co.
Chicago Fuse Mfg. Co.
Frank W. Morse Co.
General Electric Co.
Hubbell, Inc., Harvey
Ideal Commutator Dresser Co.
Reben Elec. Mfg. Co.
Sherman Mfg. Co., H. B.
Stanley & Patterson
Swartzbaugh Mfg. Co.
Weiss & Biheller, Inc.
Westinghouse E. & M. Co.

Connectors, Wire
Bryant Elec. Co.
Frank W. Morse Co.
Tork Co., Inc.

Containers, Corrugated Fibre
Consolidated Paper Co.

Controllers, Motor
General Electric Co.
Westinghouse E. & M. Co.

Cook Stoves (See Stoves, Cook)

Cookers, Fireless Type
Excel Electric Co.
Swartzbaugh Mfg. Co.

Cooking Appliances, Electric
Edison Elec. Appliance Co.
Excel Electric Co.
A. J. Lindermann & Hoverson Co.
Nat. Stamping & Electric Wks.
Russell Elec. Co.
Western Electric Co.
Westinghouse E. & M. Co.

Cord Connectors (See Connectors)

For the addresses of the manufacturers listed here, please refer to their advertisements in this issue. The index to advertisers may be found on page 163.

Cord, Heater
Berry, A. Hall
General Electric Co.
Providence Insulated Wire Co.
Rome Wire Co.
Simplex Wire & Cable Co.

Cord, Lamp
Atlantic Ins. Wire & Cable Co.
General Electric Co.
Providence Insulated Wire Co.
Rome Wire Co.
Simplex Wire & Cable Co.
Tubular Woven Fabric Co.

Current Taps
Anylite Electric Co.
Arrow Elec. Co.
Circle F Mfg. Co.
Hart & Hegeman Mfg. Co.
Hubbell, Inc., Harvey

Cut-Outs
Bryant Elec. Co.
Chicago Fuse Mfg. Co.
Circle F Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Johns-Pratt Co.
Sears, Henry D.

Decorative Lighting (See Lighting Decorative)

Detectors
Atwater Kent Mfg. Co.

Dials, Knobs and Panels
Atwater Kent Mfg. Co.
Frank W. Morse Co.
Hart & Hegeman Mfg. Co.
Mohawk Elec. Corp.

Diffusers (See Caps, Diffusers & Hoods)

Dimmers, Lamp
Anylite Electric Co.
Berry, A. Hall

Dishwashers, Electric
G. R. S. Products, Inc.
Hydro Electric Mfg. Co.
Western Electric Co.

Distributors (See Jobbers)

Driers, Clothes, Electric
Lamneck Co.
Savage Arms Corp.

Driers, Hair & Hand, Electric
Arnold Electric Co.
Eastern Laboratories
P. A. Geier Co.
General Electric Co.
Russell Elec. Co.
Shelton Elec. Co.
Swartzbaugh Mfg. Co.
Torrington Co.

Dry Batteries (See Batteries, Dry)

Dynamos
General Electric Co.
Westinghouse E. & M. Co.

Electric Ranges (See Ranges Electric)

Electric Signs
Flexlume Sign Co.

Electro-therapeutic Appl.
Bleadon-Dun Co.
Shelton Elec. Co.

Elements, Heating, for Irons Etc.
Electric Heating & Mfg. Co.
Russell Elec. Co.
Swartzbaugh Mfg. Co.
Wiegand Co., Edwin L.

Enamel
Zeller Lacquer Mfg. Co.

Fans, Ceiling, Adjustable & Non-Ajustable Blades
Dayton Fan & Motor Co.
Emerson Electric Mfg. Co
General Electric Co.
Westinghouse Elec. & Mfg Co.

Fans Desk and Bracket, Oscillating and Non-oscillating
Dayton Fan & Motor Co.
Emerson Electric Mfg. Co.
Galvin Elec. Mfg. Co.
General Electric Co.
Kendrick & Davis Co.
Sturtevant Co., B. F.
Western Electric Co.
Westinghouse Elec. & Mfg. Co.

Fans, Exhaust and Ventilating
American Blower Co.
Buffalo Forge Co.
Century Elec. Co.
Dayton Fan & Motor Co.
Emerson Elec. Mfg. Co.
Galvin Elec. Mfg. Co.
General Electric Co.
Robbins & Myers Co.
Sturtevant Co., B. F.
Westinghouse Elec. & Mfg. Co.

Fan Motors (See Motors, Fan)

Farm Lighting Plants (See Plants, Light, Power)

Filing Equipment
General Fireproofing Co.

Fire Alarm Apparatus
Stanley & Patterson

Fittings, Conduit
Chicago Fuse Mfg. Co.
Faries Mfg. Co.
General Electric Co.
Guth Co., Edwin F.
Hart & Hegeman Mfg. Co.
Koch & Co., Paul W.
McLean Mfg. Co.
Moe-Bridges Co.
Nat'l Metal Molding Co.
Wakefield Brass Co., F. W.
Westinghouse E. & M. Co.

Fixture Parts and Accessories
Acme Mfg. Co.
Alter & Co., Harry
Co-operative Elec. Supply Co.
Elastoid Fibre Co.
Faries Mfg. Co.
Fibro Product Co.
Herwig Company
Mohawk Elec. Corp.
Peerless Light Co.
Quadrangle Mfg. Co.
Sears, Henry D.
Tork Co., Inc.
Wakefield Brass Co.

Fixture Lighting, Adjustable
Acme Mfg. Co.
Electric Utilities Mfg. Co.
Faries Mfg. Co.
Guth & Co., Edwin F.
Ivanhoe Div. of Miller Co.
Moe Bridges Co.
Mohawk Elec. Corp.

Fixtures, Lighting, Rigid
Acme Mfg. Co.
Alter & Co., Harry
American Lighting Products Co.
Beardslee Chandelier Mfg. Co.
Benjamin Elec. Mfg. Co.
Curtis Lighting, Inc.
Faries Mfg. Co.
Guth, Edwin F.
Holophane Glass Co.
Ivanhoe Div. of Miller Co.
Moe-Bridges Co.
Peerless Light Co.
Planetlite Co., The
L. Plaut & Co.
Quadrangle Mfg. Co.
Albert Wahle Co.
Wakefield Brass Co.
Western Electric Co.
Westinghouse E. & M. Co.

Fixtures, Lighting, Show Cases and Windows
Acme Mfg. Co.
American Lighting Products Co.
Beardslee Chandelier Mfg. Co.
Benjamin Elec. Mfg. Co.
Curtis Lighting, Inc.
Faries Mfg. Co.
Frink, Inc., I. P.
Guth, Edwin F.
Herwig Company
Holophane Glass Co.
Moe-Bridges Co.
Mohawk Elec. Corp.
Plenetlite Co., Inc.
Simplex Wire & Cable Co.
Westinghouse Elec. & Mfg. Co.

Fixtures, Out-Door Lighting
Herwig Co.

Flashlights
Berry, A. Hall
National Carbon Co.
Save-a-Life Lite Co.
Yale Electric Co.

Flood Lighting (See Projectors)

Floor Polishing & Scrubbing
New York Gas & Elec. Co.

(Continued on page 160)

WHAT AND WHERE TO BUY—Continued from page 159

Fountains, Electric
Arnold Electric Co.

Freezers, Ice Cream
Alaska Freezer Co.

Friction Tape
Appleton Rubber Co.
Boston Woven Hose & Rubber Co.
Clifton Mfg. Co.
Firestone Tire & Rubber Co.
Western Electric Co.
Westinghouse Elec. & Mfg. Co.

Fuse Plugs
Bussman Mfg. Co.
Chicago Fuse Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Kirkman Eng. Corp.
Metropolitan Elec. Mfg. Co.
Sears, Henry D.
Westinghouse Elec. & Mfg. Co.

Fuses, Cartridge, Non-Refillable
Bussman Mfg. Co.
Chicago Fuse Co.
General Electric Co.
Metropolitan Elec. Mfg. Co.
Westinghouse E. & M. Co.

Fuses, Cartridge, Refillable
Berry, A. Hall
Bussman Mfg. Co.
Chicago Fuse Co.
General Electric Co.
Kirkman Eng. Corp.
Westinghouse E. & M. Co.

Fuses, High-Voltage
Johns-Pratt Co.
Kirkman Eng. Corp.

Fuses, Plug, Non-Refillable
Bryant Elec. Co.
Bussman Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Kirkman Eng. Corp.
Sears, Henry D.
Westinghouse E. & M. Co.

Fuses, Plug, Refillable
Bryant Elec. Co.
Bussman Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Westinghouse E. & M. Co.

Glassware, Lighting
Beardslee Chandelier Mfg. Co.
Consolidated Lamp & Glass Co.
Curtis Lighting, Inc.
Gillinder Bros., Inc.
Guth Co., Edwin F.
Ivanhoe Div. of Miller Co.
Macbeth Evans Glass Co.
Moe-Bridges Co.
Peerless Light Co.
L. Plaut & Co.
Weiss & Biheller, Inc.
Westinghouse Elect. & Mfg. Co.

Globes Glass (See Glassware Lighting)

Grid Leaks
De Jur Products Co.

Grills and Table Stoves Electric
Edison Elec. Appliance Co.
Excel. Elec. Co.
Gold Seal Electric Co.
Rock Island Mfg. Co.
Russell Elec. Co.
Rutenber Elec. Co.
Simplex Elec. Heating Co.
Swartzbaugh Mfg. Co.
Westinghouse E. & M. Co.

Grinders, Electric
Wagner Elec. Corp.

Grounding Devices
Kirkman Eng. Corp.

Hand Driers (See Driers, Hand)

Hair Cutters, Electric
P. A. Geier Co.

Hair Waving Specialties
Gold Seal Electric Co.
Russell Elec. Co.
Swartzbaugh Mfg. Co.
Torrington Co.

Hangers, Switchbox
Wakefield Brass Co., F. W.

Headsets, Radio
Hart & Hegeman Mfg. Co.
Roller-Smith Co.
Stanley & Patterson

Heater (See Cord, Heater)

Heaters, Radiant, Bowl Type
Fitzgerald Mfg. Co.
Edison Elec. Appliance Co.
Marion Elec. Co.
Rock Island Mfg. Co.
Rutenber Elec. Co.
Simplex Elec. Heating Co.
Swartzbaugh Mfg. Co.
Westinghouse Elec. & Mfg. Co.

Heaters, Space
Russell Elec. Co.
Strait & Richards
B. F. Sturtevant Co.
Westinghouse Elec. & Mfg Co.
Wiegand Co., Edwin L.

Heating Appliances (See Table Appliances)

Heating Appliance Replacement Units
Electrical Alloy
Reben Elec. Mfg. Co.

Heating Devices, Electric
American Resistor Co
Elec. Heating & Mfg. Co.
Eastern Laboratories, Inc.
Excel. Elec. Co.
General Electric Co.
Gold Seal Elec. Co.
Russell Elec. Co.
Simplex Elec. Heating Co.
Strait & Richards
Western Electric Co.
Westinghouse E. & M. Co.
Wiegand Co., Edwin L.

Heating Pads and Blankets
Berry, A. Hall
Richards & Co., George
Russell Elec. Co.
Simplex Elec. Heating Co.
Westinghouse Elec. & Mfg. Co.

Holders, Shade
Curtis Lighting, Inc.
Faries Mfg. Co.
Harvey Hubbell, Inc.

Hoods Color (See Caps, Diffusers)

Hospital Systems
Kelvinator Sales Corp.
Stanley & Patterson, Inc.

Ice Making Machines
Kelvinator Sales Corp.
Savage Arms Corp.

Incubators, Elec.
Oakes Mfg. Co.

Indicators, Radiant (See Locators)

Instruments, Indicating, Testing
General Electric Co.
Roller-Smith Co.
Westinghouse E. & M. Co.

Insulating Materials
Boston Woven Hose & Rubber Co.
Clifton Mfg. Co.
Elastoid Fibre Co.
Fibro Products Co.
Garfield Mfg. Co.
General Electric Co.
Van Cleef Bros.
Westinghouse E. & M. Co.

Insulation, Molded Electric
Boston Woven Hose & Rubber Co.

Insulators
American Insulator Corp.
Garfield Mfg. Co.
General Electric Co.
Sears, Henry D.

Insulators, Porcelain
Square D Co.
Westinghouse E. & M. Co.

Ironing Machines, Electric
Horton Mfg. Co.
"1900" Washer Co.
Western Electric Co.

Ironing Machines, Gas Heated, Motor Driven
Horton Mfg. Co.

Irons, Curling, Electric
Edison Elec. Appliance Co.
Electrahot Appliances, Inc.
Gold Seal Elec. Co.
Rock Island Mfg. Co.
Russell Elec. Co.
Swartzbaugh Mfg. Co.
Western Electric Co.
Westinghouse E. & M: Co.

Irons, Electric
Central Flatiron Mfg. Co.
Gold Seal Elec. Co.
A. J. Lindermann & Hoverson Co.
Rock Island Mfg. Co.
Russell Elec. Co.
Rutenber Elec. Co.
Security Elec. Mfg. Co.
Simplex Elec. Heating Co.
Westinghouse E. & M. Co.

Irons, Soldering
Bleadon-Dun Co.
Edison Elec. Appliance Co.
General Electric Co.
Simplex Elec. Heating Co.
Swartzbaugh Mfg. Co.
Westinghouse E. & M. Co.

Jacks
Pacent Elec. Co.

Jobbers
Alter, Harry & Co.
Co-operative Elec. Supply Co.
Horton Mfg. Co.
Mohawk Elec. Corp.
National Elec. Supply Co.
Newark Elec. Supply Co.
Piedmont Electric Co.
Southern Elec. Co.
Westinghouse Elec. & Mfg. Co.

Laboratories, Testing
Electrical Testing Laboratories

Lacquers
Zeller Lacquer Mfg. Co.

Lamp, Dips & Frosting
McGill Mfg. Co.

Lamp Guards & Locks
Arrow Electric Co.
Frink, Inc., I. P.
Hubbell, Inc., Harvey
Frank W. Morse Co.
McGill Mfg. Co.

Lamp Shade Frames, Wire
Curtis Lighting, Inc.

Lamps, Automobile
General Electric Co. (Mazda Service)
Wakefield Brass Co.
Westinghouse Elec. & Mfg. Co.
Westinghouse Lamp Co.
Yale Electric Co.

Lamps Boudoir
Bussman Mfg. Co.
Cassidy Co.
Ideal Commutator Dresser Co.
Electric Utilities Mfg. Co.
Faries Mfg. Co.
Moe-Bridges Co.

Lamps, Bridge
Cassidy Co.
Faries Mfg. Co.

Lamps, Clamp Attaching and Extension
Berry, A. Hall
Bussman Mfg. Co.
Faries Mfg. Co.
Stanley & Patterson
Wakefield Brass Co., F. W.

Lamps, Desk
Beardslee Chandelier Mfg. Co.
Curtis Lighting, Inc.
Faries Mfg. Co.
Frink, Inc., I. P.
Edwin F. Guth Co.
Moe-Bridges Co.

Lamps, Incandescent
Consolidated Electric Lamp Co.
Frink Inc., I. P.
General Electric Co.
Nat'l Lamps Wks. of G. E.
Westinghouse E. & M. Co.
Westinghouse Lamp Co.
Yale Elec. Co.

Lamps, Miniature, Incandescent
General Electric Co.
Nat'l Lamps Wks. of G. E.
Western Electric Co.
Westinghouse Lamp Co.

Lamps, Portable
Beardslee Chandelier Mfg. Co.
Bussman Mfg. Co.
Cassidy Co.
Consolidated Lamp & Glass Co.
Curtis Lighting, Inc.
Electric Utilities Mfg. Co.
Faries Mfg. Co.
The Miller Co.
Moe-Bridges Co.

Lamps, Portable, with Hand Painted Glass Shades
Beardslee Chandelier Co.
Cassidy Co., Inc.
Consolidated Lamp & Glass Co.

For the addresses of the manufacturers listed here, please refer to their advertisements in this issue. The index to advertisers may be found on page 163.

Lamps, Therapeutic
Eastern Laboratories, Inc.
Faries Mfg. Co.

Lighting, Decorative
Acme Mfg. Co.
Cassidy Co., Inc.
Consolidated Lamp & Glass Co.
Curtis Lighting, Inc.
Faries Mfg. Co.
Frink, I. P.
General Electric Co.
Guth, Edwin F.,
Herwig Co.
Holophane Glass Co.
Ivanhoe Div. of Miller Co.
Macbeth Evans Glass Co.
The Miller Co.
Moe-Bridges Co.
Planetlite Co., Inc.
Western Commercial Co.

Lighting Fixtures (See Fixtures)

Lighting, Industrial
Acme Mfg. Co.
Beardslee Chandelier Mfg. Co.
Benamjin Elec. Mfg. Co.
Cassidy Co., Inc.
Consolidated Lamp & Glass Co.
Curtis Lighting, Inc.
Faries Mfg. Co.
Frink, I. P.
General Electric Co.
Guth, Edwin F.
Holophane Glass Co.
Ivanhoe Div. of Miller Co.
Macbeth Evans Glass Co.
Moe-Bridges Co.
Planetlite Co., Inc.
Quadrangle Mfg. Co.
Western Electric Co.
Westinghouse E. & M. Co.

Lighting Units
Acme Mfg. Co.
Beardslee Chandelier Mfg. Co.
Consolidated Lamp & Glass Co.
Curtis Lighting, Inc.
Faries Mfg. Co.
Frink, Inc., I. P.
Guth Co., Edwin F.
Holophane Glass Co.
Ivanhoe Div. of Miller Co.
Macbeth Evans Glass Co.
The Miller Co.
Moe-Bridges Co.
Planetlite Co., Inc.
L. Plaut & Co.
Quadrangle Mfg. Co.
Wakefield Brass Co.
Westinghouse E. & M. Co.

Locators, Radiant
Alter & Co., Harry

Logs, Electric Fireplaces
Strait & Richards

Loud Speakers, Radio
Atwater Kent Mfg. Co.
Crosley Mfg. Co.
Kirkman Engineering Co.
Roller-Smith Co.
Stanley & Patterson
Stromberg-Carlson Tel. Mfg. Co.
Western Electric Co.

Lugs and Terminals
Chicago Fuse Mfg. Co.
Frank W. Morse Co.
Patton-MacGuyer Co.
Sherman Mfg. Co., H. B.

Mailing Lists Electrical Dealers and Radio Lists
Trade Circular Addressing Co.

Marine Wiring, Fittings & Fixtures
Benjamin Elec. Mfg. Co.
Rome Wire Co.
Western Electric Co.

Medical Accessories
Bleadon-Dun Mfg. Co.
Hydro Electric Mfg. Co.

Mica Products
New England Mica Co.

Mixers, Drink
Arnold Electric Co.

Molded Insulation
American Insulator Corp.
Garfield Mfg. Co.
General Electric Mfg. Co.
Johns-Pratt Co.

Moldings
Emerson Electric Mfg. Co.
National Metal Molding Co

Motors, A.C.
Century Electric Co.
Domestic Electric Co.
Emerson Elec. Mfg. Co.
Galvin Elec. Mfg. Co.
General Electric Co.
Horton Mfg. Co.
Robbins & Myers Co.
Sturtevant Co., B. F.
Wagner Elec. Corp.
Western Electric Co.
Westinghouse E. & M. Co.

Motors, D.C.
Domestic Elec. Co., The
Emerson Electric Mfg. Co.
Galvin Electric Mfg. Co.
General Electric Co.
Horton Mfg. Co.
Robbins & Myers Co.
Sturtevant Co., B. F.
Western Electric Co.
Westinghouse E. & M. Co.

Motors, Fans
Century Elec. Co.
Fitzgerald Mfg. Co.
Westinghouse Elec. & Mfg. Co.

Motors, Fractional H. P.
Arnold Electric Co.
Century Electric Co.
Dayton Fan & Motor Co.
Domestic Electric Co.
Galvin Electric Mfg. Co.
General Electric Co.
Horton Mfg. Co.
Kendrick & Davis
Ohio Electric & Controller Co.
Sherman Mfg. Co., H. B.
Sturtevant Co., B. F.
Wagner Electric Co.
Westinghouse Elec. & Mfg. Co.

Motors, Phonograph
Arnold Electric Co.
General Electric Co.
Kendrick & Davis Co.
Shelton Elec. Co.
Westinghouse E. & M. Co.

Motors, Sewing Machine
Arnold Electric Co.
Domestic Elec. Co., The
Galvin Electric Mfg. Co.
General Electric Co.
Kendrick & Davis Co.
Western Electric Co.
Westinghouse E. & M. Co.

Motors, Toys
Kendrick & Davis Co.

Novelties (See Toys and Novelties)

Packing Boxes and Material (See Boxes, Shipping)

Panel-Boards (See Switchboards)

Percolators, Electric
Edison Elec. Appliance Co
Gold Seal Electric Co.
Russell Elec. Co.
Westinghouse E. & M. Co.

Plates, Flush, Switch
Arrow Elec. Co.
General Electric Co.
McGill Mfg. Co.

Plants, Light and Power
B. F. Sturtevant Co.
Western Electric Co.
Westinghouse E. & M. Co.

Plugs, Attachment, and Caps
Ajax Elec. Spec. Co.
Arrow Elec. Co.
Benjamin Elec. Mfg. Co.
Circle "F" Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Hubbell, Harvey, Inc.
Metropolitan Elec. Mfg. Co.
Pacent Elec. Co.
Sears, Henry D.
Tork Co., Inc.

Plugs, Heater
Ajax Elec. Spec. Co.
Electrahot Appliances, Inc.
Metropolitan Elec. Mfg. Co.
Swartzbaugh Mfg. Co.

Polishers and Buffers
General Electric Co.
Westinghouse E. & M. Co.

Porcelain Tubes, Threaded, for Heaters
Burgess & Co.

Portables (See Lamps, Portable)

Potentiometers
Pacent Elec. Co.

Projectors, Electric
Curtis Lighting, Inc.
Frink, I. P.
General Electric Co.
Universal Electric Stage Lighting Co.

(Continued on page 161)

Western Electric Co.
Westinghouse E. & M. Co.

Pull Sockets
Arrow Elec. Co.
Benjamin Elec. Mfg. Co.
Hart & Hegeman Mfg. Co.
Hubbell, Inc., Harvey
McGill Mfg. Co
Sears, Henry D.

Pumps, Automobile
Hydro Electric Mfg. Co.

Pumps, Motor Driven
General Electric Co.
Hydro Electric Mfg. Co
Westinghouse E. & M. Co.

Push Buttons
Edwards & Co., Inc.
General Electric Co.
Frank W. Morse Co.
Stanley & Patterson
Westinghouse E. & M. Co.

Radiant Heaters, Electric
Westinghouse E. & M. Co.

Radiant Heater Replacement Units
Simplex Elec. Heating Co.

Radio Books and Instruction
McGraw-Hill Book Co.

Radium Compound Specialties
(Also see Locators)

Radio Parts and Accessories
Ajax Elec. Spec. Co.
Alter & Co., Harry
American Transformer Co.
Atwater Kent Mfg. Co.
Benjamin Elec. Mfg. Co.
Bleadon-Dun Mfg. Co.
Colonial Radio Corp.
Como Apparatus Co.
Continental Radio & Elec Co.
Crosley Radio Corp.
Dayton Fan & Motor Co.
Elastoid Fibre Co.
Fibro Products Co.
Frank W. Morse Co.
Galvin Elec. Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Howard Radio Co.
Johns-Pratt Co.
Mohawk Elec. Corp.
Pacent Electric Co.
Patton-MacGuyer Co.
Roller-Smith Co.
Rome Wire Co.
Sonora Phonograph Co.
Stanley & Patterson, Inc.
Stromberg-Carlson Tel. Mfg. Co.
U. S. Tool Co.
Van Cleeff Bros.
Western Radio Mfg. Co.
Westinghouse E. & M. Co.

Radio Receiving Sets, Complete
Atwater Kent Mfg. Co.
Colonial Radio Corp.
Crosley Radio Corp.
General Electric Co.
Howard Radio Co.
Mohawk Elec. Corp.
Pacent Electric Mfg. Co.
Western Radio Mfg. Co.
Westinghouse E. & M. Co.

Ranges, Combination
Westinghouse E. & M. Co.

Ranges, Electric
Edison Elec. Appliance Co.
A. J. Lindermann & Hoverson Co.
National Stamping & Elec. Co.
Rutenber Elec. Co.
Simplex Elec. Heating Co.
Western Electric Co.
Westinghouse E. & M. Co.

Receptacles, Base Board and Wall
Arrow Elec. Co.
Circle "F" Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Hubbell, Inc., Harvey
Metropolitan Elec. Mfg. Co.
Quadrangle Mfg. Co.
Sears, Henry D.
Tork Co., Inc.
Western Electric Co.

Rectifiers
General Electric Co.
Westinghouse E. & M. Co.

Reflectors (See Shades and Reflectors)

Refrigerating Machines
Superior Refrigation Co.
Kelvinator Sales Corp.
Savage Arms Corp.

Regulators, Voltage
General Elec. Co.

WHAT AND WHERE TO BUY—Continued from page 160

Resistance Units
General Electric Co.
Westinghouse E. & M. Co.

Rheostats
Atwater Kent Mfg. Co.
Crosley Radio Corp.
De Jur Products Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Mohawk Elec. Corp.
Pacent Electric Co.
Westinghouse E. & M. Co.

Rolls, Wringer
Horton Mfg. Co.

Rosettes
Arrow Elec. Co.
Circle "F" Mfg. Co.
General Elec. Co.
Hart & Hegeman Mfg. Co.
Sears, Henry D.

Safes
General Fireproofing Co.

Searchlights (See Projectors, Electric)

Sectional Cabinets
McLean Mfg. Co., W. B.

Sewing Machines, Electric
Western Electric Co.

Shade Holders
Benjamin Elec. Mfg. Co.
Curtis Lighting, Inc.
Faries Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Holophane Glass Co.
Hubbell, Inc., Harvey
Sears, Henry D.

Shades and Reflectors
Beardslee Chandelier Mfg. Co.
Benjamin Elec. Mfg. Co.
Consolidated Lamp & Glass Co.
Curtis Lighting, Inc.
Faries Mfg. Co
Frink, Inc., I. P.
General Electric Co.
Guth Co., Edwin F.
Holophane Glass Co.
Hubbell, Inc., Harvey
Macbeth Evans Glass Co.
Quadrangle Mfg. Co.
Western Electric Co.
Wheeler Reflector Co.

Shades, Silk & Parchment
Cassidy Co.
W. R. Noe & Sons
Guth Co., Edwin F.

Shipping Boxes and Cases (See Boxes, Shipping)

Signal Systems
General Electric Co.
Save-A-Life Lite Co.
Stanley & Patterson

Signs, Electric
Flexlume Sign Co.
Frink, Inc., I. P.
Save-A-Life Lite Co.
Tork Co., Inc.

Sirens
(See Horns and Sirens)

Soap, Washing Machine
Horton Mfg. Co.
Hydro Electric Mfg. Co.

Sockets and Receptacles
(See also Pull Sockets)
Ajax Elec. Spec.
Anylite Electric Co.
Arrow Elec. Co.
Atwater Kent Mfg. Co.
Circle "F" Mfg. Co.
Crosley Mfg. Co.
De Jur Products Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Hubbell, Inc., Harvey
McGill Mfg. Co.
Pacent Elec. Co.
Quadrangle Mfg. Co.
Sears, Henry D.
Stanley & Patterson

Soldering Irons
(See Irons, Soldering)

Solder & Soldering Compds.
McGill Mfg. Co.
Van Cleef Bros.

Stage Lighting Apparatus
Curtis Lighting, Inc.
Frink, Inc., I. P.
General Electric Co.
Universal Electric Stage Lighting Co.

Stampings, Brass, Etc.
Acme Mfg. Co.
Faries Mfg. Co.
Patton-MacGuyer Co.

Stands, Vise, Portable
Martin & Sons, H. P.

Starters, Motor
General Electric Co.
Square D Co.
Westinghouse E. & M. Co.

Steel Shelving
General Fireproofing Co.

Storage Batteries
Mohawk Elec. Corp.
Westinghouse E. & M. Co.

Store and Office Equipment
Flexlume Sign Co.
General Fireproofing Co.
McLean Mfg. Co., W. B.

Store Fixtures (See Fixtures Lighting, Show Case and Window)

Stoves, Electric
National Stamping & Elec.
Westinghouse E. & M. Co.

Stoves, Cook, Electric, Fireless Type
Excel Elec. Co.
Simplex Elec. Heating Co.

Stoves, Table (See Grills and Table Stoves)

Substations, Out Door
General Electric Co.
Westinghouse E. & M. Co.

Supplies, Wiring, Electric
Bryant Elec. Co.
Chicago Fuse Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Rome Wire Co.
Square D Co.
Utility Tool & Die Stamping
Van Cleef Bros.
Western Electric Co.

Switchboard Materials
Westinghouse E. & M. Co

Switchboards
Benjamin Elec. Mfg. Co.
General Electric Co.
Metropolitan Elec. Mfg. Co.
Penn Elec. Mfg. Co.
Stanley & Patterson
Westinghouse E. & M. Co.

Switchboard Materials
Chicago Fuse Mfg. Co.
Roller-Smith Co.
Western Electric Co.

Switches, Canopy
Arrow Electric Co.
McGill Mfg. Co.
Sears, Henry D.

Switches, Clock Operated
Berry, A. Hall

Switches, Disconnect
General Electric Co
Westinghouse E. & M. Co.

Switchers, Disconnect
Electric Service Supplies Co.
Penn Elec. Mfg. Co.

Switches, Feed Through
Arrow Elec. Co.

Switches, Knife
Berry, A. Hall
General Electric Co.
Hart & Hegeman Mfg. Co.
Penn Elec. Mfg. Co.
Westinghouse E. & M. Co.

Switches, Pendant
Arrow Elec. Co.
Hart & Hegeman Mfg. Co.
Quadrangle Mfg. Co.
Sears, Henry D.

Switches, Push Button and Snap
Arrow Elec. Co.
Atwater Kent Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Hubbell, Inc., Harvey
McGill Mfg. Co.
Sears, Henry D.
Westinghouse E. & M. Co.

Switches, Safety
Condit Electric Mfg. Co.
Domestic Electric Co.
General Electric Co.

For the addresses of the manufacturers listed here, please refer to their advertisements in this issue. The index to advertisers may be found on page 163.

Johns-Pratt Co.
Square D Co.
Westinghouse E. & M. Co

Switches, Time
General Electric Co.
Berry, A. Hall
Reliance Automatic Lighting Co.
Tork Co., Inc.

Switches, Tumbler
Connecticut Elec. & Mfg. Co.
Hart & Hegeman Mfg. Co.

Table Appliances, Electric
Western Electric Co.
Westinghouse E. & M. Co.

Tape and Cloth, Insulating
Appleton Rubber Co.
Boston Woven Hose & Rubber Co.
Clifton Mfg. Co.
Firestone Tire & Rubber Co.
General Electric Co.
Van Cleef Bros.
Westinghouse E. & M. Co

Telephones
Pacent Electric Co.
Roller-Smith Mfg. Co.
Stanley & Patterson
Stromberg-Carlson Tel. Mfg. Co.

Terminals
Patton-MacGuyer Co.
Penn Elec. Mfg. Co.
Sherman Mfg. Co., H. B.
Stanley & Patterson

Testing Apparatus
Roller-Smith Co.

Testing Devices, Meter
Johns-Pratt Co.
Roller-Smith Co.
Westinghouse E. & M. Co

Testing Laboratories (See Laboratories, Testing)

Thawing Outfits
General Electric Co.

Theater Apparatus, Electric
General Electric Co.
Strait & Richards
Universal Elec. Stage Lighting Co.
Westinghouse E. & M. Co.

Toasters, Electric
Continental Radio & Elec. Co.
Edison Elec. App. Co.
Fitzgerald Mfg. Co.
Gold Seal Elec. Co.
Rock Island Mfg. Co.
Russell Elec. Co.
Rutenber Elec. Co.
Simplex Elec. Heating Co.
Western Electric Co.
Westinghouse E. & M. Co.

Tools, Portable, Motor-Driven
Koch & Co., Paul W.

Tools, Wiring
Martin & Sons, H. P.
Western Electric Co.
Westinghouse E. & M. Co.

Torches, Blow, Gasoline & Kerosene
McGill Mfg. Co.

Toys & Novelties
Alaska Freezer Co.

Transformers, Bell Ringing
General Electric Co.
Stanley & Patterson
Westinghouse E. & M. Co

Transformers, General
American Transformer Co.
Atwater Kent Mfg. Co.
Crosley Mfg. Co.
General Electric Co.
Wagner Elec. Corp.
Westinghouse E. & M. Co.

Transformers, Radio
American Transformer Co.
Atwater Kent Mfg. Co.
Crosley Radio Corp.
Hart & Hegeman Mfg. Co.
Mohawk Elec. Corp.
Pacent Electric Co.

Tubes, Vacuum, Radio
Alter, Harry

Vacuum Cleaners, Electric
Birtman Elec. Co.
Clements Mfg. Co.
Continental Radio & Elec. Co.
Edison Elec. App. Co.
Electric Vacuum Cleaner Co.
Eureka Vacuum Cleaner Co
Geier Co., P. A.
Hoover Co.
Sturtevant Co., B. F.
Western Electric Co.
M. S. Wright Co.

Variometers & Vario-couplers
Atwater Kent Mfg. Co.
Mohawk Elec. Corp.

Ventilating Apparatus & Systems
American Blower Co.
Emerson Electric Mfg. Co.
B. F. Sturtevant Co.

Vibrators, Electric
Arnold Electric Co.
Geier Co., P. A.
Shelton Electric Co.
Western Electric Co.

Violet Ray Specialties
Bleadon-Dun Mfg. Co.
Continental Radio & Elec Co.
Eastern Laboratories
Fitzgerald Mfg. Co.
Shelton Electric Co.

Vises, Pipe
Martin & Sons, H. P.
Rock Island Mfg. Co.

Waffle Irons
Edison Elec. App. Co.
Fitzerald Mfg. Co.
Gold Seal Elec. Co.
Russell Elec. Co.
Westinghouse E. & M. Co.

Wall Receptacles (See Receptacles—Base Board and Wall)

Washing Machines, Clothes, Electric
Automatic Electric Washer Co.
Clements Mfg. Co.
Continental Radio & Elec. Co.
Dexter Co.
Eden Washer Co.
Farrell Products Co.
Foote-Burt Co.
G. R. S. Products, Inc.
Geier Co., P. A.
Getz Power Washer
Haag Bros. Co.
Hart-Parr Co.
Hogan-Spencer Whitley Co.
Horton Mfg. Co.
Laundryette Washing Machine Co.
One Minute Mfg. Co.
Savage Arms Corp.
1900 Washing Machine
Western Electric Co.
Woodrow Mfg. Co.

Water Heaters, Electric
Electric Heating & Mfg. Co.
General Electric Co.
Westinghouse E. & M. Co

Water Supply Systems, Electric
Westinghouse E. & M. Co.

Welding and Cutting Apparatus, Electric
General Electric Co.

Wire, Antenna
Anaconda Copper Mining Co.

Wire and Cable
A-A Wire Co.
Anaconda Copper Mining Co.
Appleton Rubber Co.
Atlantic Insulated Wire & Cable Co.
Driver-Harris
Eastern Tube & Tool Co.
General Electric Co.
Indiana Rubber & Insulated Wire Co.
National Metal Molding Co.
Providence Insulated Wire Co.
Rockbestos Products Corp.
Rome Wire Co.
Simplex Wire & Cable Co.
Tubular Woven Fabric Co
Western Electric Co.

Wire, Electric Resistance
Driver-Harris
Electrical Alloy
Hoskins Mfg. Co.

Wireless Apparatus (See Radio Parts and Accessories, also Radio Receiving Sets, Complete)

Wire, Magnet
Berry, A. Hall
Chicago Fuse Mfg. Co.
Rome Wire Co.

Wrenches
Curtis Lighting, Inc.

Wringers, Clothes
Horton Mfg. Co.
Western Electric Co.
M. S. Wright Co.

SALESMEN WANTED

Competent and Experienced Man Wanted

as power salesman for a central station located in a southern city, serving a population of 200,000. State age, education, experience, whether married or single and salary expected in first letter. SW-792, Elec. Merch., 10th Ave. at 36th St., New York.

Salesman

A growing concern manufacturing electrical specialties offers an opportunity to the right man for a permanent selling connection in the central territory. Should live in and work out of Chicago. Salary and commission. Write full particulars. Company executive will be in Chicago early in February to meet applicants. SW-788, Electrical Merchandising, Real Estate Trust Bldg., Philadelphia, Pa.

Experienced Man Wanted

to head commercial department of a gas and electric company located in a southern city, serving a population of 150,000. Must be thoroughly experienced in the sale of power, gas for industrial purposes, electric signs, commercial illumination, and able to conduct a merchandising department on a profitable basis. In first letter state whether married or single, age, experience, education and salary expected. SW-794, Elec. Merch., 10th Ave. at 36th St., New York.

Salesman Wanted to Handle Side Line

beaded parchment shades. Territory open. Complete line of very attractive shades are being sold to electrical contractors, department stores, and art shops. Strictly commission. Only high-class men wanted. Give full particulars. SW-787, Electrical Merchandising, 10th Ave. at 36th St., New York.

Side Line Salesman Wanted

One for Texas and one for Colorado. To carry complete popular priced line of lighting fixtures for Kansas City jobber. Liberal commission. Advise fully. SW-785, Electrical Merchandising, Old Colony Bldg., Chicago, Ill.

Wanted High Class Man

to head sales department of a central station located in the South serving a population of 25,000. Must be able to plan and conduct gas and electric appliance campaigns, and sell power and illumination. In answering state age, education, experience, salary expected, and whether married or single. SW-793, Elec. Merch., 10th Ave. at 36th St., New York.

WANTED

Compiler for 1500-page Electrical Supplies Catalogue

A very interesting proposition is open for the man (or woman) who is qualified for this work. He will supervise the securing and assembling of copy, engravings, electros, etc., and similar details in the compilation of a large, 1500-page electrical supplies catalogue. He must be able to get all of this material into proper shape for the printer. He must be thoroughly capable of handling all matters between the house and printer expeditiously—without misunderstandings, or loss of time or money. The catalogue will consist of general electrical supplies, devices and appliances, wires and cables, telephone and radio apparatus, etc. He must, therefore, be entirely familiar with electrical jobbing lines as well as thoroughly competent in catalogue compiling. This work will naturally cover a period of several months and may develop into a permanent position, depending largely upon the ability or wishes of the applicant. With your application, please state your qualifications fully and remuneration desired.

P-782, Electrical Merchandising
10th Ave. at 36th St., New York City

"SEARCHLIGHT" RATES

Electrical Merchandising

UNDISPLAYED:

Positions Wanted—6 cents a word, minimum charge—$1.25 cents an insertion.

Positions Vacant and other classifications—10 cents a word, minimum charge $2.00 an insertion. Allow 10 words for box address. No additional charge for forwarding replies.

Discount of 10% for payment in advance on 4 consecutive insertions of undisplayed advertisements.

Proposals—40 cents a line.

DISPLAYED:

Space is sold by the "inch," with 30 inches to a page. (An "inch" measures approximately 1 inch high by 2¼ inches wide.) Rates are from $6.65 to $4.50 an inch, depending on the total space used.

0222

SALESMEN WANTED

Young Man

Opportunity for young man willing to make good, who wants to take up selling as a life vocation. A job calling for hard work and long hours. Nationally known manufacturer of quality hardware and electric specialties, well established, needs man for sales work among dealers. Write in detail of age, experience, physical condition, ambitions, salary expected; give references. Training and co-operation given and results required. Future assured to the man who secures this job and makes good on it; personal interview to likely applicants. SW-791, Electrical Merchandising, Real Estate Trust Bldg., Philadelphia, Pa.

SALESMEN AVAILABLE

EXECUTIVE SALES POSITION wanted with manufacturer, jobber, or well-established electrical appliance dealer. Twelve years' successful record as salesman, sales manager, central station supervisor; sales promotion and advertising; direct factory representative, wholesale and retail. Thoroughly experienced in central station campaigns and constructive work in the field with dealers and salesmen, including the hiring, training, controlling and holding of an efficient sales force through direct contact and personal demonstration. Familiar with all standard makes of appliances. College educated, 36 years old, highest credentials, and will consider only a connection or territory with Philadelphia or New York headquarters, on a worth-while contract basis. SA-784, Electrical Merchandising, Real Estate Trust Bldg., Philadelphia, Pa.

District Sales Manager

The United Electric Co. of Canton, Ohio, has a few openings for District Sales Managers to sell OHIO Electric Cleaners to dealers and to recruit, train and manage salesmen to sell OHIO Cleaners for dealers under the Company's Re-Sale Plan.

This is an unusual opportunity for a limited number of men who can sell Electric Cleaners and recruit, train and manage salemen, whose record will bear close scrutiny. A basis of remuneration that will afford an opportunity for highly satisfactory earnings will be given the successful applicants. After the present openings as a result of the new sales plan are filled all future District Sales Managers must come up thru the ranks.

If you feel that you can fill the foregoing requirements and want to be considered for these opportunities that are being offered men outside our organization for the last time write fully in strict confidence giving age, education, experience in detail, inclosing a postçard photo to

W. F. MARR
Director of Sales,
Box 473, Canton, Ohio

AGENTS WANTED

Manufacturer's Agent Wanted

to handle massage vibrators and violet rays. AW-780, Electrical Merchandising, Old Colony Bldg., Chicago, Ill.

Manufacturers Agents

to sell nationally advertised radio headsets and loudspeaker units on exclusive commission basis. When writing, give full particulars regarding lines now represented. Royal Electrical Laboratories, Newark, N. J.

REPRESENTATION WANTED

Manufacturers Representative

calling on hardware, both retail and wholesale, departmental stores, 5c to $1.00 stores, electrical stores, covering in Canada the Ontario, Quebec and Maritime Provinces, open for additional lines suitable for Canada. Address Hurtubise & Company, 161 Craig West, Montreal, Canada.

Representative Wanted by Large Manufacturer

of electrical specialties to work New Orleans and surrounding territory. One who calls on dealers preferred. RW-790, Electrical Merchandising, 10th Ave. at 36th St., New York.

Ohio, Kentucky and West Virginia

Men with twenty years' experience in retail business, starting in wholesale electrical business; distribution of small appliances, fixtures, novelties and radio wanted in Ohio, Kentucky and West Virginia. RA-795, Electrical Merchandising, Old Colony Bldg., Chicago, Ill.

REPRESENTATION AVAILABLE

Factory Representatives

Wish to add another line. We cover Illinois, Wisconsin, Iowa, and Minnesota. Bayard & Byrnes, 128 N. Wells St., Chicago, Ill.

BUSINESS OPPORTUNITIES

Gas and Electric Business For Sale

Southern California store serving forty thousand, leading store in city. Gas appliances, electric fixtures, radio, contracting. Can separate contracting. A real buy at $25,000.00. Owner retiring. Address BO-777, Elec. Merch., 883 Mission St., San Francisco, Calif.

Electrical Store and Contracting Business For Sale

well established in city of 8,000 in Nebraska. Chance of a life time for one who knows the business. Reason for selling is wife's health. $2,500 will handle this proposition. BO-786, Electrical Merchandising, Old Colony Bldg., Chicago, Ill.

Business for Sale

Electrical merchandising, electrical engineering, contracting and supply business located in one of largest cities in Virginia. Annual business of more than $200,000.00. Doing small jobbing which could be tripled. All of business or part interest in business can be purchased. Present head of company wishes to retire on account of ill health. All inquiries strictly confidential. BO-789, Electrical Merchandising, Real Estate Trust Bldg., Philadelphia, Pa.

WANTED TO BUY

To Buy or Lease Electrical Appliance Merchandising Business, or similar line, by responsible party. Describe proposition fully.

BO-783, Electrical Merchandising
1570 Old Colony Bldg., Chicago, Ill.

TO HELP YOU

LOCATE COMPETENT MEN

"Searchlight" Advertising

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from "A" to "Z"

Electrical heating elements that emit the required heat and that can be accurately controlled are made of—

Karma

Super Nickelchrome Wire

A—annealing chambers
B—bread baking ovens
C—cigar lighters
D—drying printed sheets
E—enameling ovens
F—furnaces (temperature above 950C)
G—glue pots
H—hair dryers
I—immersion heaters
J—jam and jelly cookers
K—kettles—for all purposes
L—laboratory furnaces
M—matrix drying
N—naval requirements
O—oil storage heaters
P—pressing irons
Q—quickly and permanently welded
R—room and space heaters
S—stoves—stationary and portable
T—tempering metals
U—underground tanks
V—vitreous enameling
W—waffle irons
X—xanthin dehydrating vessels
Y—yarn dryers
Z—zinc coating

Elalco WIRE

The applications of electrical heat are innumerable but there is only one BEST resistor wire—Karma has won this distinction.

THE ELECTRICAL ALLOY COMPANY
MORRISTOWN, NEW JERSEY.

DETROIT LONDON PARIS MELBOURNE MILAN
STOCKHOLM OSLO COPENHAGEN